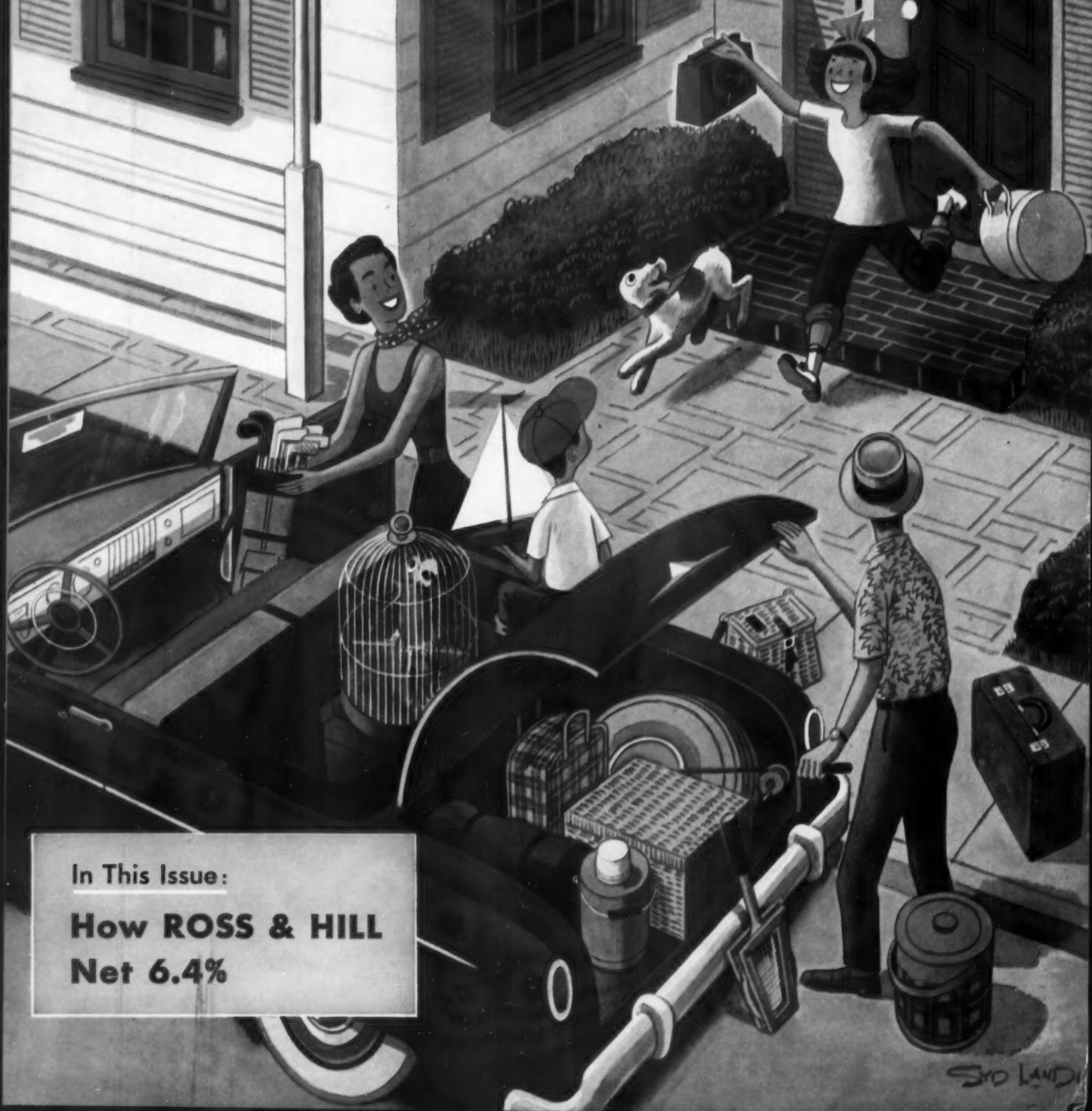


AUGUST • 1956

A MCGRAW-HILL PUBLICATION

Electrical Merchandising



In This Issue:

**How ROSS & HILL
Net 6.4%**

SYD LANDIS

BOLSTER SUMMER SALES

with the
world's most advanced wringer washer

APEX *Foldaway* SPIRAL DASHER WASHER



First full-size, full-load, folding wringer washer.



Saves space—only 20" wide.



New customers everywhere because the Apex Foldaway has over 100 uses—kitchen, bathroom, utility room or basement laundry; house trailers, dormitories, apartments, cottages, city or farm homes; garages and service stations, car wash establishments, athletic field houses.



Famous
APEX SPIRAL DASHER
with Jet Washing Action!

with
Apex Lifetime
Fibre-Glass Tub!



Removable front-loading door allows for greatest convenience when tub is used. High motor washer is set in use. Easily removed to Apex for washing and all the world's most beautiful wringer washer!



Colossal Apex-spiral dasher wringer folds up and out of the tub. Is firmly secured by a spring catch. Extra shaft is spring-loaded to automatically engage wringer drive mechanism.



Washer has 8 speed-setting gears. Controls are: On, Off, Wash, Rinse, and Squeeze. Jet washing action. Removable front-loading door. Handy wringer roll.



Fibre-Glass tub won't chip, dent, rust, warp or warp. Patented Spiral Dasher removes deeply embedded soil with a gentle, yet thorough jet washing action. Handy recess for electric cord and drain hose.



After wash, clothes, soap or detergent, have been added at the foldaway, a handy, lightweight Fibre-Glass splash guard fits neatly over the tub opening. Keeps floors clean and dry.



Compact space-saving design (20" wide), requires only 2 square feet of floor space. Rolls easily on rubber-encased casters. For use in any room with water facilities. No hose necessary—fold-away tub can be used for rinsing!

See your Apex Distributor or Apex District Manager for complete information on this brand new salesmaker!

Apex HOUR-SAVING
APPLIANCES
© THE APEX ELECTRICAL MFG. CO., CLEVELAND 10, OHIO



WASH-A-MATIC
CLOTHES WASHERS



AUTOMATIC
CLOTHES DRYERS



SPIRAL DASHER
WRINGER WASHERS



DISH-A-MATIC®
DISHWASHER SINK



DISH-A-MATIC®
ROLL-A-WAY



STRATO-CLEANER

Electrical Merchandising

A
McGraw-Hill
PUBLICATION

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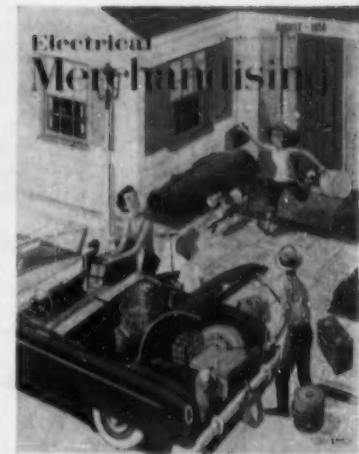
ELECTRICAL MERCHANDISING



August, 1956

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LOS ANGELES

PHILADELPHIA

SAN FRANCISCO



*Starting August 12... Westinghouse brings
you the biggest thing that's ever
happened to appliance selling!*

81,000,000

**...WILL WATCH THE WESTINGHOUSE-SPONSORED
1956 PRESIDENTIAL CAMPAIGN!**

IT'S THE BIGGEST ad barrage in history to the biggest audience in history!

FROM AUGUST 12 TO NOVEMBER 6... it's 90 days of excitement for America as Westinghouse sponsors the complete 1956 Presidential Campaign on CBS-TV and CBS-Radio!

THE DEMOCRATIC CONVENTION—starting August 12

THE REPUBLICAN CONVENTION—starting August 19

WEEKLY CAMPAIGN DEBATES—starting September 12

ELECTION NIGHT RETURNS—November 6

ALL THIS IS ADDED TO THE BIGGEST WESTINGHOUSE CAMPAIGN EVER!

- Week after week of Westinghouse "Studio One" commercials!
- Big four-color ads in national magazines!
- Big-space, factory-paid newspaper ads in key markets!

WATCH WESTINGHOUSE

*Where **BIG** things are happening for **YOU!***

OPERATION LANDSLIDE! *PEOPLE...*

**...WILL SEE THESE WESTINGHOUSE
CONVENTION SPECIALS!**

HOUR AFTER HOUR... day after day... there'll be dramatic, hard-selling demonstrations!

- Westinghouse Laundry Equipment
- Westinghouse Refrigerators
- Westinghouse Ranges
- Westinghouse Dishwashers
- Westinghouse Portable Appliances
- Westinghouse Television and Radio Sets

And to make this advertising pay off Westinghouse gives its dealers...

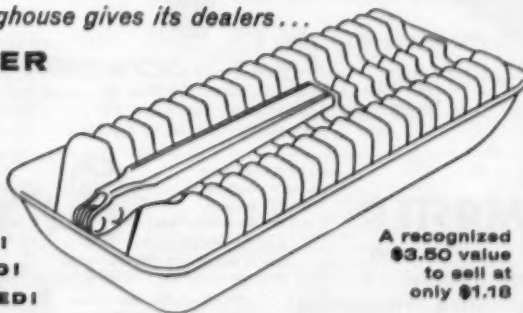
A RED HOT TRAFFIC BUILDER

The Campaign Special

ICE-SLICE TRAY

Shown and pre-sold by Betty Furness on TV—and featured in newspaper ads—the Ice-Slice Tray will “bring ‘em in” to see and buy Westinghouse Appliances!

**TESTED!
PROVED!
WANTED!**



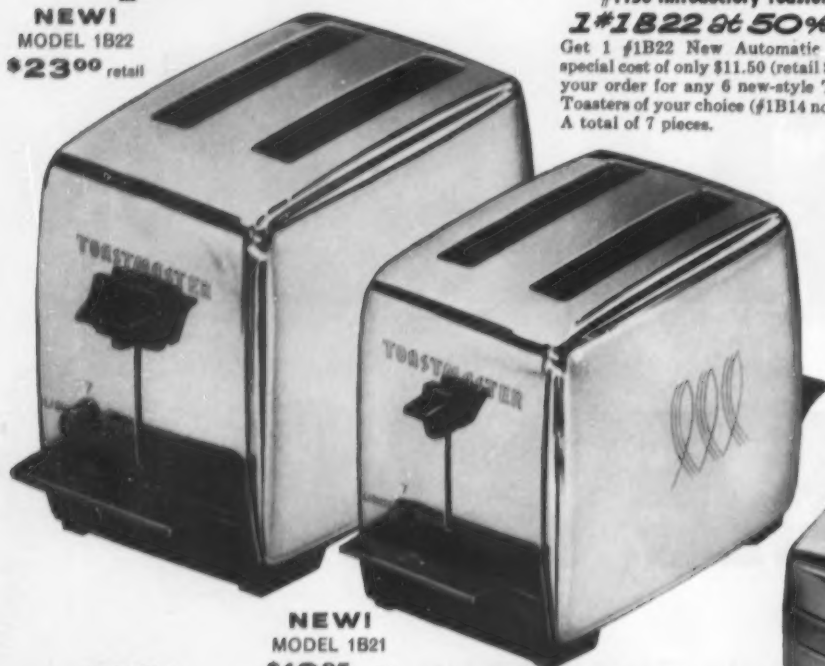
**A recognized
\$3.50 value
to sell at
only \$1.18**



And—every Westinghouse retailer can utilize exciting, colorful display materials... to make his store Westinghouse Campaign Headquarters... to make it easy to cash in on this greatest appliance selling period in history!

Hurry! Toastmaster New-Product Special Offers End August 31!

NEW!
MODEL 1B22
\$23⁰⁰ retail



#1150 Introductory Toaster Offer
1 #1B22 9¢ 50% OFF!
Get 1 #1B22 New Automatic Toaster at special cost of only \$11.50 (retail \$23.00) with your order for any 6 new-style Toastmaster Toasters of your choice (#1B14 not included). A total of 7 pieces.

With the addition of these six new appliances, the Toastmaster line offers you greater profit than ever before. Recently introduced, these new products have been enthusiastically received by distributors and retailers everywhere. So stock up now for fall. Get the bonus of extra profit while buying for regular stock.

#1625 Introductory Grill & Waffle Baker Offer
1 #2D3 9¢ 50% OFF!

Get 1 #2D3 New Automatic Grill and Waffle Baker at special cost of only \$16.25 (retail \$32.50) with your order for any 3 Toastmaster Waffle Bakers of your choice (#2D3 or #2D2). A total of 4 pieces.



NEW!
MODEL 1B21
\$19⁹⁵ retail

NEW!
Model 8A1
11-inch
\$19⁹⁵ retail

Also available in
12-inch size,
MODEL 8B1
\$24⁹⁵ retail



#998 Introductory Fry Pan Offer
1 #8A1 9¢ 50% OFF!

Get 1 #8A1 New Automatic Fry Pan at special cost of only \$9.98 (retail \$19.95) with your order for any 3 Toastmaster Fry Pans of your choice. A total of 4 pieces.

NEW!
MODEL 4B1
\$15⁹⁵ retail



TOASTMASTER

on NBC-TV coast to coast
and border to border

with these three star selling personalities!

DAVE GARROWAY
Star of the NBC-TV
"TODAY" program
7 to 9 AM New York Time

ARLENE FRANCIS
Star of the NBC-TV "HOME" Show
11 to 12 Noon New York Time

STEVE ALLEN—Star of the
NBC-TV "TONIGHT" Show
11 to 1 AM New York Time



PLUS Big-space national advertising
... 31 ads in 9 leading magazines!

TOASTMASTER

Automatic Appliances

"TOASTMASTER" is a registered trademark of McGraw Electric Company,
Elgin, Illinois © 1956

CALL YOUR DISTRIBUTOR NOW—GET PREFERRED DELIVERY!

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
SALES , factory, appl.-radio-TV index (1947-'49 = 100)	187	194	184	2.7% UP
DEBT consumers owe to appl.-radio-TV dlrs. (\$millions)	273	271	277	1.6% DOWN
FAILURES of appl.-radio-TV dealers	28	22	27	22.0% FEWER
RETAIL SALES total (\$billions)	15.9	15.5	15.4	3.4% UP
DEPT. STORE sales index (1947-'49 = 100)	123	122	114	4.7% UP
DISPOSABLE INCOME annual rate (\$billions)	277.0	276.0	261.0	6.1% UP
LIVING COST index (1947-'49 = 100)	115.4	114.9	114.2	0.5% UP
SAVINGS of consumers, annual rate (\$billions)	18.2	18.8	15.3	19.0% UP
HOUSING starts (thousands)	108.0	106.0	137.6	17.6% DOWN
AUTO output (thousands)	430.1	471.5	649.4	25.0% DOWN
UNEMPLOYMENT (thousands)	2,927	2,608	2,679	7.1% BETTER

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

The Federal Communications Commission's most recent allocations proposal (issued on June 26) could have a dramatic impact on your TV business.

Here's what the Commission proposes: There aren't enough VHF channels to serve the entire country. But there seems to be room in the UHF band for all the stations we need. The obvious solution is to switch telecasting completely to the UHF band. But before this can be done a great amount of research must be done to make sure that such a switch would actually take care of TV's needs. Such research will take time and in the meantime UHF as we know it today seems to be growing sicker and sicker. To revitalize today's UHF service, then, the Commission proposes to undertake limited deintermixture—that is, to create certain areas where all service will be UHF and where UHF can grow and prosper.

This means some shifting of channels, both proposed and actually on the air. Obviously, the most immediate effect of the FCC's new proposal would be on dealers in the 13 market areas where deintermixture is suggested. For example, Springfield, Ill., will lose a proposed Channel 2 to St. Louis and will be left with three UHF channels if the FCC proposals are adopted. The situation is even more acute in Fresno and Madison, Wisc., where stations already on the air in the VHF band would be shifted into UHF. It's obvious that proposals of this nature will be fought vigorously by the stations involved.

Of even wider significance is the Commission's proposal to ultimately shift everything to UHF. Newspaper stories on this may have misled you. Some folks have begun worrying about their VHF

sets becoming obsolescent. Actually, the Commission considered this possibility and proposes to make the switch (if feasible) over a period of years "sufficiently long to cover the useful life of VHF-only receivers in the hands of the public and to permit the amortization . . . of VHF transmitting equipment." The Commission also suggests that for some time before the final switch stations might broadcast both VHF and UHF signals.

One other paragraph of the FCC decision is of particular interest to TV manufacturers and dealers. The Commission recognizes that price competition makes it hard to get UHF sets into the hands of the public. Several suggestions are offered to remedy this problem: one covers tax relief for UHF sets to equalize their cost with VHF sets. The other is more drastic. It asks Congress to consider possible prohibition of shipments in interstate commerce of other than UHF-equipped sets.

There's one thing to remember. None of this is final, yet. Comments are due in September. After that it will be a matter of months before the Commission makes a final decision.

Another large utility may soon give up its merchandising operations. Some trade sources think that still others will follow suit.

Changes in appliance retailing have made it harder and harder for utilities to compete in this field. The prevalence of off-list selling and the rising tide of trade-ins pose two difficult problems for the power companies. One major utility which gave up on merchandis-

(Continued on page 6)

Dearborn
PROUDLY PRESENTS ITS

all-new

UNVENTED WALL HEATER

Designed by Dearborn... manufactured by Dearborn... with the built-in Dearborn quality you have known for years, this all-new UNVENTED wall heater has features you can sell because it has the features your customers want!

You Can Sell...

- Quick, simple installation — it hangs on the wall
- Safety and convenience of its Cool Safety Cabinet
- Specially designed, super-efficient burner
- Fully visible flame
- Comfort-making forward heat flow
- Completely enclosed controls — more safety by Dearborn
- Combustion chamber and baffles made of Black Beauty steel
- Beautiful styling — finished in smart Dearborn coppertone
- Takes no floor space — little wall space
- Competitively priced



Send today for additional information on this new Dearborn profit-maker

48" high, 20" wide, only 6 1/2" deep. Burns any type gas... uses any operating and temperature control available on Dearborn's regular line of space heaters.

Dollar-wise... it's

Dearborn

1700 W. COMMERCE • DALLAS, TEXAS

TRENDS continued

ing some time ago admits that "we were losing too much money."

(Not everyone agrees, however, that there is any trend developing towards non-merchandising at this time. A spokesman for EEI points out that "you hear rumors like that every time one company makes a decision one way or another." He said he had heard nothing to indicate that such a trend was developing at this time.

(It should be noted, too, that many utilities have confined their merchandising to only these products still in the "pioneering" stage or which require extra effort because of local conditions. Ranges, water heaters and electric blankets are among the products often merchandised by otherwise "non-merchandising" utilities.)

It should also be noted that utilities themselves can adopt off-list selling tactics. There have been recent complaints that at least one merchandising utility is giving merchants more trouble than the local discounters.

Incidentally, some non-merchandising utilities have been disappointed at recent results from promotional activities which they have been sponsoring. It seems likely that promotion as well as merchandising is in for a long second look by utility executives.

(Continued on page 10)

MANUFACTURERS' SALES

Electric Housewares—NEMA Members Only, Not Industry		1956 (Units)	1955 (Units)	% Change
BED COVERINGS				
	Apr.	49,751	33,041	+50.57
	4 Mos.	191,711	114,070	+68.06
COFFEE MAKERS				
	Apr.	209,807	122,218	+71.67
	4 Mos.	912,732	710,084	+28.54
CORN POPPERS				
	Apr.	9,003	11,033	-18.40
	4 Mos.	75,203	72,506	+ 3.72
HEATERS, Portable:				
Convactor & Radiant				
	Apr.	894	915	- 2.30
	4 Mos.	14,359	6,547	+119.32
Fan-Forced & Fan-Heaters				
	Apr.	4,589	4,515	+ 1.64
	4 Mos.	54,100	37,191	+45.50
HEATING PADS				
	Apr.	38,686	35,302	+ 9.59
	4 Mos.	381,598	336,947	+13.25
HOTPLATES—DISC STOVES				
	Apr.	27,738	22,930	+20.97
	4 Mos.	97,111	107,676	- 9.81
IRONS:				
Traveler				
	Apr.	9,698	16,084	-39.70
	4 Mos.	63,505	66,756	- 4.87
Standard				
	Apr.	142,533	226,291	-37.01
	4 Mos.	587,697	472,576	+24.36
Steam & Steam Attachments				
	Apr.	213,938	101,800	+110.16
	4 Mos.	1,150,135	856,786	+34.24
Non-Automatic				
	Apr.	7,057	5,023	+40.49
	4 Mos.	19,045	21,447	-11.20
TOASTERS:				
Automatic				
	Apr.	138,077	92,281	+49.63
	4 Mos.	564,450	508,936	+10.91
Non-Automatic				
	Apr.	12,974	14,749	-12.03
	4 Mos.	59,946	55,401	+ 8.20
WAFFLE IRONS & GRILLS:				
Waffle Irons & Sandwich Grills				
(Combination Units)				
	Apr.	20,883	48,550	-56.99
	4 Mos.	157,049	204,057	-23.04
Single Units				
	Apr.	3,429	3,523	- 2.67
	4 Mos.	15,352	12,942	+18.62

How to sell 'em up to a full-margin (37%) steam iron . . . in 7 seconds!

Lightning demonstration proves Hoover's stainless steel soleplate irons faster, smoother on any fabric!



When you test the new Hoover against any other make, the Hoover always reaches the finish line first! Hoover has designed this smart new ironing board fixture especially for this dramatic demonstration. Available through your Hoover Distributor.



Amazing iron . . . amazing demonstration . . . amazing deal, too!

HOOVER

FINE APPLIANCES

...around the house, around the world

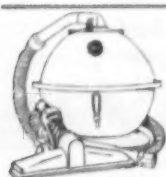
Hoover's Steam-Dry Iron with the world's first stainless steel soleplate is the best money can buy. It's faster than any other . . . smoother, too. The stainless steel soleplate (bonded to aluminum for lightness) resists scratching and staining.

Hoover's smoothness gives you a great sell-up story. And once you've set it up, the ironing-board demonstration clinches the sale in just 7 seconds. Those few seconds can put

a worthwhile extra profit in your pocket . . . a full 37% margin.

Right now, Hoover has a terrific deal. An opportunity for you to improve your steam-iron business . . . at an impressive profit.

Want in? Call your Hoover Distributor. Or call direct—and collect—to the Special Products Division, The Hoover Company, North Canton, Ohio. Hyacinth 9-3321.



New Constellation



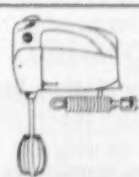
New Citation



Polisher-Scrubber



The Pixie



New Handmixer



Automatic Coffeepot

BOMBARDED

by customer questions?

CLOTHES
LOOK
YELLOW!

TOWELS
FEEL
STIFF!

WHY?

MY WASH
LOOKS SO GRAY
AND DINGY!

WHY?

RECOMMEND AD...

it answers every one!

WHEN SHE ASKS . . .



Why does my wash look so gray and dingy?

Regular detergents can make too much suds which fail to rinse out. The residual detergent can "build up" after a period of time . . . leaving clothes gray and dingy. Tell her to switch to AD because AD rinses freely and completely in *any* water—hard or soft! AD leaves clothes and washer sparkling clean.



Why doesn't my washer get things clean?

Tell her to switch to AD because AD's suds signal when there's enough detergent in her wash water to get clothes really clean. In any water, hard or soft, washing a lightly soiled or a heavily soiled load . . . with AD, if she will maintain a thin, even blanket of suds, she'll know she's using just the right amount . . . no need to guess whether she's using too little or too much detergent . . . and she'll get the cleanest clothes possible from her machine.



Why do my clothes look so yellow?

Using too much bleach often causes yellow build-up. No yellow build-up with AD. Tell her to switch to AD because AD's chlorine-fast optical bleach makes additional bleaches

and bluing unnecessary except for stubborn stains or spots. It's completely safe on washable synthetic fibres, too.



Why do the suds spill all over the floor?

Suds can come from too much detergent in soft water or a lightly soiled load . . . If she will use AD and maintain that thin, even blanket of AD suds, she'll know she is using just the right amount of detergent for the water in her area, for her wash load . . . not too much, not too little. Tell her to switch to AD.



Why does my laundry feel so rough?

Roughness can come from improper drying—it can also mean that some ingredients in her wash water are precipitating out, clinging to her wash. AD has a built-in water softener . . . no other water softening agent is needed even in hard water areas. And AD's built-in softener is non-precipitating . . . it can't leave any residue on clothes or machine. Using too much softener may cause phosphate build-up . . . undissolved residue clings to cloth fibres . . . may make clothes feel rough. Tell her to switch to AD.



**HERE'S A SPECIAL TIP
TO PASS ON TO YOUR CUSTOMERS . . .**

Here's how to "condition" their laundry . . . strip out residual detergent, bleach or softener:

Use half the required amount of AD (because residual detergent may cause excessive sudsing) and put clothes through the entire wash and rinse cycles. Then use the full amount of AD and wash the clothes again. Next laundry day, use the regular amount of AD and wash as usual. Your customers will have the cleanest wash ever, and they'll thank you for the tip.



RECOMMEND AD...

the **AD**vanced detergent . . .
developed especially to solve all
these home laundry problems!

Nothing hits home like



LIFE reaches 11,880,000 households every single week—more households than are reached by any other magazine.

No wonder **LIFE** ranks first in Household Equipment advertising . . . no wonder appliance advertisers know that **LIFE** captures the largest audience for you.



The following products are advertised in **LIFE** during June, July, August

Amana Refrigerator-Freezers—2 pages	Motorola Television—2 pages
American Gas Association—2 pages	Permaglas Water Heater—1/2 page
Bendix Washer-Dryers—2 pages	Philco Refrigerators—page
Crosley Ranges—page	Philco Television—page
Crosley Refrigerator-Freezers—2 pages	RCA Tubes—1/2 page
Culligan Water Softener—1/2 page	RCA Victor Television—4 pages
Dazey Kitchen Products—1/4 page	RCA-Whirlpool Air Conditioners—3 pages
Diehl Fans—1/4 page	Remington Sewing Machines—28 lines
Duo-Therm Water Heaters—page	Remington Shavers—page
Electric Companies Advertising Program—2 pages	Reo Power Mowers—page
Emerson Fans—page	Reynolds Metals Co.—page
Fedders Air Conditioners—2 pages	Ronson Shavers—2 pages
Frigidaire Dishwashers—page	Royal-matic Coffeemakers—1/4 page
Frigidaire Refrigerators—2 pages	Signal Fans—1/2 page
General Electric Dishwashers—5 pages	Sunbeam Frypans—page
General Electric Product Service—3 pages	Sunbeam Steam Irons—page
General Electric Ranges—3 pages	True-Temper Garden Products—1/2 pg.
General Electric Room Air Conditioners—8 pages	Vornado Air Conditioners—page
General Electric Skillets—2 pages	Westinghouse Lamps—page
General Electric Television—2 pages	Westinghouse Laundry Equipment—6 pages
General Electric Washers—2 pages	Westinghouse Portable Appliances—2 pages
Hotpoint Refrigerator-Freezers—3 pages	Westinghouse Ranges—2 pages
Hunter Fans—2 1/2 pages	Westinghouse Refrigerator-Freezers—6 pages
Maytag Refrigerator-Freezers—page	White Sewing Machines—page
Modern Sewing Machine Co.—14 lines	York Air Conditioning—1/2 page
Motorola Radios—page	

Because of last-minute changes, some items may be omitted.

LIFE's circulation is 5,714,720—**LIFE's** weekly audience is 26,450,000

Sources: for audience, *A Study of the Household Accumulative Audience of LIFE*; for circulation, ABC Publisher's Statement, Jan.-March, 1956.

TRENDS continued

Full lines are posing headaches for some manufacturers who market only kitchen cabinets.

Several cabinet firms are now exploring the possibility of adding appliances. They don't see how they can compete when the day arrives in which full line firms like G-E and Whirlpool-Seeger market cabinets as well as appliances of their own. Some of them feel that some of the big appliance manufacturers will soon begin manufacturing their own cabinets. Until now the cabinet makers have not been too troubled by such a development since few of the full line companies are currently making their own cabinets.

There's no sign that the number of outlets handling television has stopped growing.

On the contrary, the appearance of portables will act as a stimulant to franchising of additional outlets.

One of the country's biggest manufacturers frankly told distributors recently that they should consider opening up drug stores, stationery stores, liquor dealers and others as outlets for a new line of portables.

One manufacturer estimates that the number of dealers is increasing by 10 percent each year and he bluntly warns his distributors that "in numbers there is safety."

End

MANUFACTURERS' SALES

		1956 (Units)	1955 (Units)	% Change
DISHWASHERS	May	36,832	22,589	+63.05
	5 Mos.	169,625	115,178	+47.27
DRYERS, CLOTHES, Electric ...	May	40,316	34,902	+15.51
	5 Mos.	403,448	342,485	+17.80
Gas	May	15,014	14,326	+ 4.80
	5 Mos.	144,601	118,817	+21.70
FOOD WASTE DISPOSERS ...	May	42,481	38,602	+10.05
	5 Mos.	208,143**	196,907	+ 5.71
FREEZERS	May	54,429	57,618	- 5.53
	5 Mos.	278,825	297,394	- 6.24
IRONERS	May	4,222	6,558	-35.62
	5 Mos.	23,263	37,247	-37.54
RADIOS				
(Home, Portable, Clock).....	May	777,554	550,666	+41.20
	5 Mos.	3,567,995	2,777,105	+28.48
RADIOS, Automobile	May	282,611	563,369	-49.84
	5 Mos.	2,017,395	3,076,849	-34.43
RANGES, Standard	May	85,977	109,263	-21.31
	5 Mos.	550,794	611,913	- 9.99
RANGES, Built-in	May	25,852	16,367	+57.95
	5 Mos.	115,331	55,358	+108.34
REFRIGERATORS	May	327,874	390,385	-16.01
	5 Mos.	1,634,211	1,866,044	-12.42
REFRIGERATORS				
Two-Door Models (included under "Refrigerators").....	May	48,310	63,155	-23.51
	5 Mos.	293,532	323,831	- 9.36
TELEVISION	May	467,913	467,394	+ .11
	5 Mos.	2,862,177	3,238,820	-11.63
VACUUM CLEANERS	May	326,011	255,941	+27.38
	5 Mos.	1,663,159	1,364,379	+21.90
WASHING MACHINES:				
Automatic & Semi Auto.....	May	220,994	236,530	- 6.57
	5 Mos.	1,345,499	1,261,214	+ 6.68
Wringer & Spinner	May	94,255	105,229	-10.43
	5 Mos.	499,080	475,129	+ 5.04
WATER HEATERS, Storage	May	58,988	64,682	- 8.79
	5 Mos.	290,601	296,843	- 2.10

**Revised

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn., VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn., RADIO AND TELEVISION—Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn., All Others NEMA Members, Not Industry.

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The Brand-New **Hotpoint** **E•Z 12 TWO-DOOR** **SELLS ON SIGHT!**

Here's a big, beautiful two-door model that's made to sell... not just profitlessly-priced to bring in traffic. There's no let-down when you show your prospects this all-new Hotpoint EZ12 TWO-DOOR!

And the EZ12 provides an E•Z Step-Up from ordinary refrigerators to the two-door class. It's packed with *deluxe* features, such as two doors, two *separate* cooling systems, the world's largest Dairy-Stor and automatic defrosting. The only models in the industry that can top it in convenience are Hotpoint's own Super-Deluxe TWO-doors!

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E•Z Sales! E•Z Profits!

**and, in addition,
it's an**

**E•Z Step-Up
to 2 More
Hotpoint
Two-Door Models**

with extra features like the Big-
Bin, Rollers and Gliding Shelves
to demonstrate and sell!



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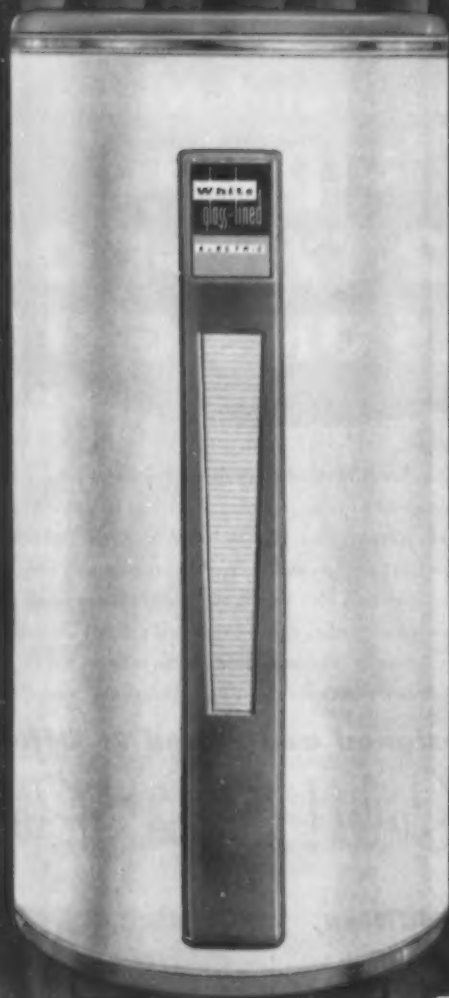
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Guaranteed by
Good Housekeeping
if not as advertised therein

plus *White Glass* lining!

Smartly styled touches of beauty-bright turquoise... with rich copper trim... win women's hearts at a glance! Plus *White-Glass* lining that keeps customers in love with their *White* WATER-HOTTERS because it assures crystal-clear hot water, free from clothes-staining rust... *always*.

These are but two of the 16 reasons why *White* dealers are winning an ever-increasing share of the huge \$200,000,000 water heater market. Complete line... all sizes... *White-Glass* or exclusive *Zinc-in-ized* lining.

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White

WATER-HOTTERS

Automatic Water Heaters
Electric or Gas

White-Glass
or *Zinc-in-ized* Lining

These... and 14 Other Sales Winning Features!



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Single port burner in gas *Water-Hotter* means NO clogging ever. Amazingly fast "pick-up" for PLENTY of hot water always.

6.9% MORE HOT WATER
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TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



Cool weather hurts air conditioner sales in New York, but they boom in Boston and Washington . . . TV, despite portable sales, drops dead in some areas, beats records in others

TAKE a panoramic look at business in the East during late June and the first half of July and you get this mixed-up picture: dealers can't get air conditioners in some areas, have too many on hand in others; TV is dead in most cities, but some dealers are selling them in volume; washers are the mainstay for most retailers, but here and there sales are soft.

The only inclusive statement you can make is that for most eastern retailers and distributors business is at least as good as it was last year and sometimes better.

In Boston, for example, dealers report an "amazing demand" for air conditioners—amazing, that is, in view of the fact that Boston is air conditioned by nature. One dealer sold 72 units in June alone as compared with 88 in all of 1955. Boston area dealers generally report a pickup in sales over the month of June and many of them are all out of air conditioners. Typical of the business being written is the report of one Waltham merchant who says portable radios are up five percent over last year, refrigerators and washers about even, TV very slow.

Another Boston area merchant says he's sold more air conditioners up to mid-July than in all of last year, finds refrigerator sales "as good as last year—which was very good."

For contrast, Buffalo, N. Y., territory sales of air conditioners have been badly hurt by cool weather. The same cool weather has helped TV and business overall is better than in June.

One Buffalo merchant's story is typical. Says he, "This month has been very good so far—excellent for July. We are still getting TV action and refrigerators and washers are going well. Ranges are spotty. Air conditioners have slowed up with cool weather. We need a week of heat to get this deal rolling again."

Another one makes this surprising comment: "We are selling more TV right now (mid-July) than refrigerators and the interest in TV for this time of year has everyone wondering. Washers and dryers are doing well. Air conditioners were good until the cold spell set in. . . . We are at least up to last year on total volume."

Fan and air conditioner sales slowed down in the New York City market during the first three weeks of July because of the same cool weather that hit Buffalo. One dealer reports sales of these items off the June pace by over 25 percent—although still ahead of 1955. A Long Island retailer blames the weather for a 55 percent decline from June in refrigerators, air conditioners and fans. For him laundry is moving well, but ranges, TV and portable radios are all off.

Oddly enough, refrigerators are a slow mover in New York—and this during what is traditionally the peak selling season of the year.

Such is not the case in Philadelphia. Two out of three dealers there report good refrigerator business. One says, "June business was up over last year and July seems to be holding to the same level. Washers and refrigerators have been our biggest sellers."

Another who says both refrigerators and air conditioners are "way ahead" wishes he could get more two-ton air conditioners. He admits that three-quarter ton units are still the biggest sellers, but "could do a lot more business with the two-ton units if we could get them."

For some Philadelphia dealers, TV "is slow, almost dead", but several comment that portables are giving them good plus business. Which portable TV set sells the best depends on the dealer. One is doing the best job with 8½-inch jobs, another with 17-inches.

Air conditioners probably have done better in Washington, D. C., than in any other part of the East. Dealers report sales anywhere from 40 to 100 percent ahead of last year. Refrigerators, washers, dryers, ranges, fans, and radios have all been selling well in Washington, but, as in Philadelphia, TV has gone to sleep. Asked if he'd been running any special TV promotions, one dealer said, "Sure, any offer above our cost will buy any TV in the store."

Latest phenomenon in Washington is an upsurge of cash buying. More dealers are reporting more cash sales than for some time. Since about \$1.4-billion are in bank deposits in the Washington area—setting a new record—it may indicate that customers are getting into a new spending mood.

But whether people are ready to spend hasn't affected their sharp buying instincts, as witness the shopper in Washington who finally decided on a washer after a lot of shopping and comparing but wouldn't buy it until the dealer threw in a free box of soap.

So far, the steel strike hasn't upset eastern merchants. In Washington, for example, dealers have noted manufacturers' comments that they have 30 to 45 days stock on hand and most seem to think the strike will be over by then.

Up in the Buffalo, N. Y., area—which is more directly affected by idle workers—some dealers are stressing liberal terms to help workers make purchases. Terms are as low as \$1.99 a week on some items. But even here no dealer has yet complained that sales have been adversely affected. Of course, if the strike runs over eight weeks, retailers all over the East may start singing a quite different tune.

... in the MID-WEST

By Tom. F. Blackburn



More dealers carry own finance paper . . . Dumping power mowers . . . Small margins kill utility drive . . . Central air conditioning expands

THE surprise expressed by a leading retailer over the news that a lot of firms are holding their own finance paper makes it worthwhile to throw a beam of light on this business.

In Wichita one man says he has \$500,000 worth of paper in his safe. Sol Polk in Chicago has set up a finance firm and was quoted recently as saying he could sell appliances at cost and make his profit out of his paper. A large Chicago furniture-appliance house earns 32 percent on its investments. A small Evanston dealer told this reporter that he keeps all the paper he can. It is done all over, and is one of the best places to place extra money.

If a dealer discounts a contract with his local bank, he has to endorse it, and is forced to pick it up if anything goes wrong. In short, he takes the risk, but gets a small fraction of the profit. With a finance company, except on non-recourse paper, he again holds the bag. Furthermore, finance companies turn down shaky paper, throwing it back to him. All in all, he takes the responsibility, and gets little of the profit. Why shouldn't he hold on to contracts if he has some extra cash in the bank? It's better than buying a Cadillac. Furthermore, 90 percent of the customers pay off smoothly and efficiently.

The business of dumping power mowers is growing in the Middle West. Goldblatts in Chicago had a page ad featuring all makes and offering deals that cut prices in two in many cases. In this they are copying Sears, which has found that people will buy bargains in mowers at the end of the season, provided they offer real price savers. This is a trend that you can expect to see spread.

What made utility drive fail? When a utility puts on a drive, generally there is a scramble to get aboard the band wagon. Last spring the Central Illinois Public Service Company set a goal of 1,000 electric ranges and 600 electric water heaters as part of its "April-May Blossom Time" campaign.

From Springfield, Ill., B. L. Palm recently released an analysis of why it fell short, making only 60 percent of the range quota and 55 percent of the water heater drive.

(Continued on page 14)

TRENDS REGION BY REGION

The apathy, he reports, was due to the fact that while 413 dealers signed up, only 69 ran ads publicizing the wiring plan. Only 140 dealers invoiced the utility for wiring allowances. Few cooking demonstrations were put on in dealer stores. The utility has nine home service women, and was able to book only 40 demonstrations.

Best guess of this reporter is that Mr. Palm will find that small towns as well as large ones are selling major appliances at about 20 off. This does not leave enough margin to be very profitable even if the campaign is a success. Result, apathy. Until manufacturers eliminate their maximum exposure philosophy, and make their franchises valuable by weeding out discounting dealers, this will happen.

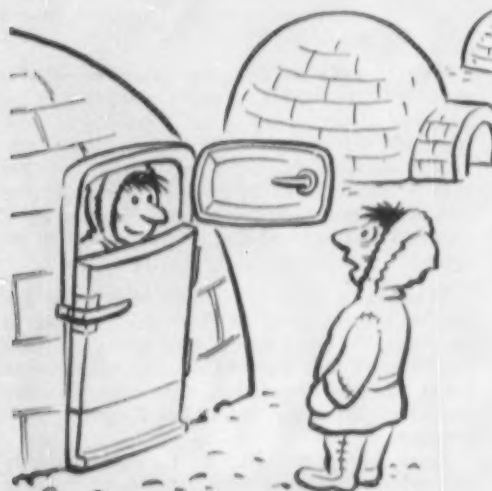
It is a smart idea to watch the sultry South to see what the trend is in air conditioning. One thing that is apparent is the growth of central air cooling. Dallas, which is such a spot, reports 16 two-ton jobs for the first five months of the year, against 202 three-ton installations, and 1,245 five-ton outfits in homes. Top size for the city was a whopping 27.5 ton installation.

As it becomes apparent that most hot air heating furnaces can supply the duct work, and about 90 percent of our home heating today is hot air, installation becomes simple. In many cases, it must be remembered, the hot air systems fan must be speeded up.

The hottest appliances. When an appliance keeps on going in Kansas, it is really a hot item. Out in this farming country, where farm prices are down, and the people are putting the rubber bands back on their bank rolls, an item has to have vitality to forge ahead.

Kansas Gas and Electric Company reported these items as ahead of 1955 for the first half of 1956: Food waste disposers are up 6.6 percent; electric clothes dryers, 9.5; gas clothes dryers, 6.9; home freezers, 5.9; standard ranges, 12.8 (built-in electric ranges were off -3.5); automatic washers, up six percent; and water heaters, ahead seven.

Kansas Power and Light Co., out of Topeka, almost agrees, with electric ranges ahead 9.5 percent; refrigerators, two percent; freezers, 11; electric clothes dryers, 27; automatic washers, seven; and room air conditioners, eight. Television is off 22 percent, and the utility points out that 85 percent of its families now own it, and it is now in the saturated class, like the refrigerator, which is replaced, it finds, every 12 years.



"WHERE DID YOU GET THE DOOR?"

... in the GREAT LAKES

By William N. Troy



Sales rise over-all despite steel strike . . . Some scare buying noted . . . Room cooler demand strains supply . . . Built-ins may be pinched

WITHOUT flourishes, the appliance sales barometer in the Great Lakes area has begun to rise from the low levels of spring.

The upward movement is apparent in all lines except TV, with room coolers, refrigerators and built-ins leading the way.

This trend is not apparent in such cities as Youngstown, Pittsburgh, Buffalo, Lorain and Cleveland, which are major steel centers. Idle workers have been staying away from appliance stores in droves.

But in other cities less directly affected by the steel strike, there is a surge in buying. The surge, too, is partially related to the strike. Many dealers, in Columbus, Toledo, Cincinnati and Detroit, say they are encountering "scare buying." Shoppers have the idea that when the steel strike is settled, the price of steel will be jumped sharply, and in turn the price of major appliances. Secondarily, they fear that a long strike will cause appliance shortages. So some families are buying now what they expected to buy next winter or spring.

Dealers reporting increases say sales in late June and the first two weeks in July are topping the year-ago period by as much as 5-7 percent. One dealer in Toledo said his sales were 15 percent ahead of the year-ago period, with a better than 20 percent increase from the previous month. On the other hand, you can find dealers in the steel belt whose sales are down 30 percent since the strike started.

But at this point, the plus signs are outweighing the minus signs.

Room coolers, primarily the 1/2 hp. models, are getting a big play throughout the Great Lakes area, though the lack of really sizzling weather along the south shore of Lake Erie has tempered sales in that locality. But sales in Cincinnati, in Columbus, in the Pittsburgh area have really boomed, boomed to the point where dealers are bemoaning the fact that they didn't pile up bigger inventories at the beginning of the season.

Says one Pittsburgher: "Last summer we sold 76 air conditioners. We've already sold better than 200 this year, and I think I could sell 100 more, if I could get them."

Another dealer, in Columbus, in about the same situation, explains his difficulty this way. "We've found," he says, "that you sell air conditioners in spring only on brand and quality—so the dealer's natural tendency is to hold back on building up a big inventory. But when the weather boils up good and hot, people will buy any kind of unit which'll make them cooler." This dealer is shopping around to see if he can't replenish his stock with off-brand makes.

As could be expected, fans are moving at a brisk pace throughout the area, but the spring price-cutting sales on air conditioners have made buyers more air conditioner conscious. "Anyone who wants to buy a fan," says a Cleveland dealer, "is an air conditioning prospect. After all, the price of a good fan is more than enough for a down payment on a 1/2 hp. room cooler."

Refrigerators are the real backbone of early summer's sales, with models between 11 cubic feet and 14 cubic feet selling best. Combination refrigerator-freezer units are a must, in the opinion of most dealers.

At least a few dealers are claiming that their hiked sales figures in refrigerators are misleading. "Three years ago," says a Canton, Ohio, dealer, "I sold about 35 freezers and maybe 50 refrigerators. This year I'll probably sell 75 refrigerators, but no freezers. What has happened is that my potential freezer market has been channeled into refrigerator combinations."

Refrigerator trade-ins are moving unusually well this year, especially in the resort areas along the U. S. shores of Lake Erie and Huron. Cottage owners and resort operators seem to think now is the time to buy before any new steel price patterns are set.

TV sales are in a slump which appears to be something more than seasonal. Whatever interest there is has been centered around the various types of portable units, from those which can be carried to those which can be rolled around the house.

One northeastern Ohio distributor thinks that the portable sets will be the eventual stronghold of black and white, that any attempt to mass merchandise large, fixed position monochrome sets will be self-defeating with the price of color slicing and its quality climbing. "You just can't expect," he says, "that someone who is interested in paying \$395 for a TV set is going to be satisfied with black and white when color is only \$100 away."

This same chap thinks that the recent big price slash by one maker of color sets has the public believing that more price cuts are in the offing, that color will soon be selling in the \$300 to \$400 range. "Whether it's true or not," he says, "buyers have the idea they'll soon be able to get color in their homes for less than \$100 down." Until color works out its own destiny, in price, quality and programming, it appears that fixed position black and white is in for some lean days.

Percentage-wise, built-ins are climbing at the fastest rate in the Great Lakes area, but they may be pulled up short in the next few months unless settlement is reached in the steel squabble soon. Already built-in distributors are shopping among each other for certain types and sizes of cabinets which are in short supply. And with a critical shortage of steel structurals, apartment house building and other multi-home construction will be sharply curtailed within the next few weeks. But there's no lack of demand, and the lull, if it comes, will be only temporary.

Unfortunate as any strike is, the current steel situation augurs well for a good third and fourth quarter, in the opinion of many dealers and distributors. At the beginning of this year, most retailers were banking on a good late winter and spring. The future beyond that looked hazy. When the mills resume operations, they think, plants will be working on a backlog of orders which may promote buying momentum right into the winter holiday season.

(Continued on page 16)

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New! Exclusive "Stop & Go" Action


New "Stop & Go" action of the Roll-o-matic is a big selling plus sparked by the exclusive ADD-A-DISH feature. This feature enables the user to add dishes at any time during the washing cycle without loss of hot water or detergents.

Entirely automatic... the Roll-o-matic washes, rinses, dries the dishes and turns itself off. Rolls on non-marring ball-bearing casters. No installation. Just plug in and hook to any sink faucet. Ideal for free home demonstrations. Don't wait. Call your distributor today and start rolling up sales with the Roll-o-matic.



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DIVISION  CONNERSVILLE, INDIANA

TRENDS REGION BY REGION

... in the SOUTH- WEST

By Fred A. Greene



Air conditioning sales boom, but not the prices . . . White goods move fairly well, TV off badly . . . Drought prospect looming again

A SLIGHT upturn in business was observed throughout most areas of the Southwest during the month of June and the early part of July but there are some ominous signs ahead—in spite of dealer and distributor optimism.

Air conditioning led the way in sales as the Southwest basked under a hot sun which brought record-setting temperatures to nearly all areas.

In Dallas, for example, the mercury soared as high as 107 degrees and several other days saw the weatherman report 103 and 104 figures.

Although dealers were most happy to move air conditioners, they were not pleased with prices. In most cases, profits were between \$10 and \$20. However, one distributor remarked that because of a shortage of some models, prices might not be so low. This is not noticeably borne out by dealers who want to sell while the weather is hot. A good many of them recall 1955 when prolonged hot weather never did materialize.

Although refrigerated air conditioners never have been a big seller in New Mexico, there appears to be a decided pickup in the Albuquerque market, but prices, according to one distributor, have no bottom.

Movement of white goods is reported as fair to good. A Fort Worth retailer remarked that in spite of spotty sales, business overall has been better than expected and has helped the mid-summer market considerably, especially in view of low profits on air conditioners.

The east Texas area has had good movement of white goods and prospects for that section are good. Refrigerators and freezers have been the best selling items. Down in Beaumont, on the Gulf Coast, an "improved upturn" has made a leading wholesaler hopeful and optimistic about the summer market.

But from central and south central Texas, white goods are down and a Waco dealer is pessimistic. At San Antonio, while sales generally have been good, the summer market depends considerably upon a successful crop.

In the Midland-Odessa area, heart of Texas' booming oil development center, business in white goods has been termed "excellent—big increases" and optimism runs high.

Oklahoma reports vary. In the area of Shawnee and Oklahoma City, white goods are selling well with refrigerators and washers topping the list. Dryers and freezers are slow movers, with range sales fair.

From Tulsa, we are told by one dealer that white goods are off, but from the distributor level movement is stable with 1956 promising to be a better year than 1955.

White goods are moving fairly well in New Mexico, but range sales are lagging. A Roswell dealer remarked that while washers are slow, combination washers-dryers are going well.

Television sales are off badly in many areas. One east Texas dealer remarked movement as "slower than usual." In Beaumont, a supplier reported more sales, but attributes this to special programs.

Although many dealers are trying to push television by special sales, a Waco retailer hasn't had as much success as he did last year.

We queried dealers and distributors this month about a possible trend toward more cash payments for appliances. However, no trend can be detected although several report a slight increase in cash sales. By the same token, a few reports of less cash sales were received.

A Tulsa, Okla., dealer felt that because people who usually buy on time are so overloaded, he is aiming to attract more cash customers through his advertising. Many dealers, while not observing any cash payment trend, are offering discounts for cash.

We mentioned an ominous sign on the horizon in spite of optimism about future prospects. It's the old Southwest bugaboo, the drought, that is rearing its ugly head.

With soaring temperatures and a scorching sun, the land is drying up again and so are the lakes and sources of water for drinking and irrigation. Dallas is on a water restriction program.

The late spring rains, while extremely helpful, did not bring the sub-soil moisture necessary to carry through the summer. Crops are again in danger of failing and with such a failing will come a dry-up of consumer income in the grass roots areas. The state is making every effort to bring in new water supplies, but nothing has resulted.

It all adds up to a situation that can result in a more variable pattern of success. Big city dealers will not be materially affected, but those in the area will be hurt. The distributors, too, will suffer since they generally cover wide expanses of territory and a large portion of their sales are directed toward the rural towns.

If rains come in appreciable amount in August, the ominous sign could change overnight to one of optimism at all levels.



"HE'S ON A BINAURAL KICK, NOW!"

... in the FAR WEST

By Howard J. Emerson



Seasonally slow sales even affect pace-setting British Columbia . . . Northwest utilities begin fight against natural gas invasion

THIS is the season when no overall picture of business conditions for a ten state area can be presented as good, bad or indifferent. For most dealers in the metropolitan and coastal communities, business is running at a normal July level which means pretty slow. In the small cities of the mountain states and other areas that have severe winters, business is more brisk although down somewhat from May and June.

More evident in the Far West is the lack of any definite pattern of business within any single market area. Only because July, like February, is a month that separates many a weak dealer from his last vestige of solvency, is there little industry concern about the considerable number of dealer failures. And while these failures are going through the boards of trade or the bankruptcy courts, nearby dealers may be unable to take scheduled vacations because of an unprecedented amount of business. For example, in one market area of about 75,000 people, one full line dealer would like to get temporary help because July will be his biggest month in 1956. Only six miles away in the same market, another dealer is deciding whether it will be the board of trade, bankruptcy or a fresh start with a moratorium on debts. Both these dealers handled approximately \$750,000 worth of business during the last year with similar lines.

Food plans are back in the picture in San Diego, with more than 12 plans in operation now with steadily increasing volume reported.

From the Phoenix, Ariz., area, where gas ranges outsell electric by three to one, comes an interesting slant on the importance of built-in ranges. During an early summer month, 25 percent of the electric ranges sold there were built-ins. Only three percent of the gas ranges sold were built-ins. Three times as many built-in electric ranges were sold as built-in gas units.

The boom that sent British Columbia appliance and television sales well up with or ahead of the Pacific Coast during 1955 has slowed down to a more steady pace. So far this year, sales in the metropolitan Vancouver and rural Fraser Valley area show these trends—refrigerator sales are down about 20 percent, electric range sales off about 10 percent, conventional washers down nearly 30 percent, electric storage water heaters off one third. However, the overall picture is not that gloomy—this year is seeing a 60 percent increase in sales of dishwashers, a nearly 100 percent increase in home freezer sales, an increase in automatic washer sales offsetting the drop in conventionals. And while television dropped off almost 50 percent, sales of radio increased.

(Continued on page 26)



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Together--Binaural!*



V-M 'Celeste' Model 750
tape recorder, blonde or ma-
hogany fine furniture finish, all
V-M "top ten" features plus bin-
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V-M 'Fidelis' Model 560 high-
fidelity phonograph, blonde or
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WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

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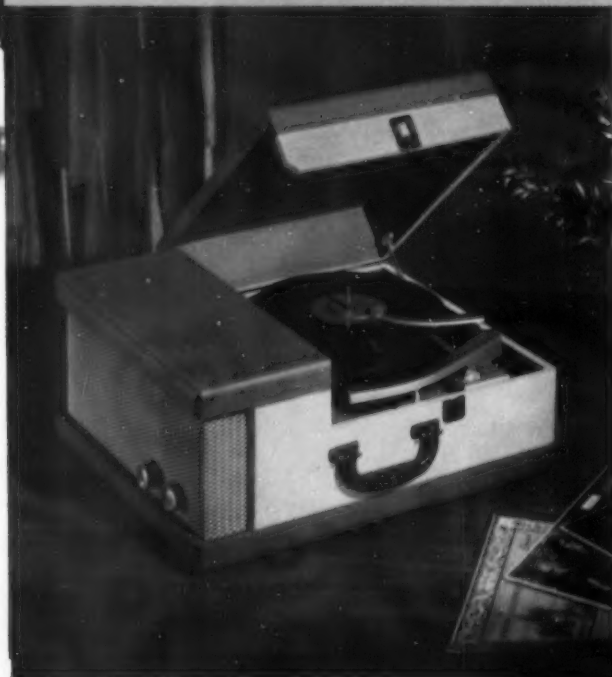
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the line that's sizzlin' more than ever.

And why not? It's the only line designed with you in mind. There's a V-M Model here for every member of any family in town. Each is the best it's possible to build for the price. Each will build lasting good-will for you.

It's a *complete* line, a *prestige* line, a *promoted* line, an *advertised* line. It's the line your customers will want. New models, new features, new colors, new styling. And it's all yours. Call your V-M Distributor-Salesman NOW!



V-M 'FIDELIS' CONSOLE PHONO-GRAPH, Model 565. Authentic high fidelity. 'Super-Fidelis' 4-speed changer with Siesta-Matic. Blondé or Mahogany, \$199.95 List*. Walnut, \$204.95 List*. Provincial-styled fruitwood, \$219.95 List*.



V-M MODEL 556 HIGH FIDELITY PORTABLE. 'Super-Fidelis' changer with Siesta-Matic, all top features. 45 spindle included. Two-tone gray \$119.95 List*.



V-M MODEL 1280 POPULAR-PRICED HI-FI PORTABLE. Two speakers, push-pull amplifier with Lazy Lite[®], other top features. 45 spindle included. Two-tone brown ... \$94.95 List*.



V-M MODEL 1275 AUTOMATIC 4-SPEED PORTABLE. 'Super-Fidelis' changer with Siesta-Matic. 45 spindle included. Two-tone gray or brown \$79.95 List*.



V-M MODEL 1250 AUTOMATIC TABLE MODEL. 'Super-Fidelis' 4-speed changer with Siesta-Matic. Appliance outlet. All-metal, two-tone gray \$59.95 List*.



V-M 'PLAYTIME' 4-SPEED PORTABLE, Model 210. Front-opening speaker, separate tone and volume controls. Choice of three striking color combinations \$29.95 List*.



V-M MODEL 210. Two speakers, input with tone and volume controls. Two-tone gray.

PURELY for PLEASURE

... and the pleasure's all yours
when you sell V-M ...
the line that's sizzlin' more than ever.

And why not? It's the only line designed with you in mind. There's a V-M Model here for every member of any family in town. Each is the best it's possible to build for the price. Each will build lasting good-will for you.

It's a complete line, a prestige line, a promoted line, an advertised line. It's the line your customers will want. New models, new features, new colors, new styling. And it's all yours. Call your V-M Distributor-Salesman NOW!



V-M 'FIDELIS' CONSOLE PHONO-
GRAPH, Model 565. Authentic high fidelity.
'Super-Fidelis' 4-speed changer with Siesta-Matic.
Blonde or Mahogany, \$199.95 List*. Walnut, \$204.95
List*. Provincial-styled fruitwood, \$219.95 List*.



V-M MODEL 556 HIGH
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Two-tone brown \$94.95 List*.



V-M MODEL 1275 AUTOMATIC
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tone gray or brown \$79.95 List*.



V-M MODEL 1250 AUTOMATIC
TABLE MODEL. 'Super-Fidelis' 4-speed
changer with Siesta-Matic. Appliance outlet.
All-metal, two-tone gray \$59.95 List*.



V-M 'PLAYTIME' 4-SPEED PORTABLE,
Model 210. Front-opening speaker, separate
tone and volume controls. Choice of three strik-
ing color combinations \$29.95 List*.



V-M 'FIDELIS' TABLE MODEL PHONOGRAPH, Model 560. Matches 'Celeste' tape recorder. Three speakers, authentic high fidelity. 'Super-Fidelis' changer, Siesta-Matic. Blonde or Mahogany, \$149.50 List*. Walnut, \$154.50 List* Ebony, \$159.50 List*. Legs Optional.



NEW 'CELESTE' BINAURAL PLAYBACK TAPE RECORDER, Model 750. Matches 'Fidelis' Model 560 phonograph. Records and plays back monaurally. Blonde or Mahogany furniture finish. Legs Optional.\$259.95 List*.



V-M MODEL 1260 POPULAR-PRICED AUTOMATIC PORTABLE. 4-speed changer with Siesta-Matic. Reddish-buff and white.\$54.95 List*.



NEW V-M TAPE-O-MATIC TAPE RECORDERS: Models 710-711. Model 710 is monaural only. \$189.95 List*. Model 711 has binaural playback. \$209.95 List*.



V-M MODEL 156 4-SPEED PORTABLE. Two speakers in detachable lid, microphone input with mixer control, dual output jacks. Two-tone gray.\$99.95 List*.



V-M 'TEENTIME' 45 RPM AUTOMATIC PORTABLE, Model 625. Front-opening speaker, separate tone and volume controls. Green and white, reddish-buff and white, red and gray.\$39.95 List*.



V-M MODEL 990. All the most wanted features in the smallest, lightest, automatic 3-speed portable in the world! Has V-M Siesta Switch®. Two-tone gray leatherette.\$59.95 List*.

**Slightly higher in the West.*



V-M 'Fidelis' Model 565, provincial-styled fruitwood finish. . . \$219.95 List*.

NOW — a NEW 'Fidelis' Console!

New French Provincial Design!

New Fruitwood Finish!

FROM the rich heritage of the past comes the phonograph of tomorrow—the decorator-designed version of the fabulous 'Fidelis' Console. Modified French Provincial design and warm fruitwood finish make this the model to blend beautifully with all period furniture, including Early American. It's the smartest cabinet style in today's most-wanted finish.

No change in the way it sounds. This new model features the same authentic high-fidelity reproduction that makes the fabulous 'Fidelis' the best-selling console ever. There's a new 'Super-Fidelis' 4-speed changer with Siesta-Matic, too.

*Slightly higher in the West.

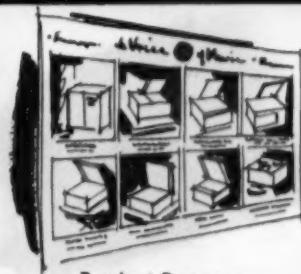
HERE'S THE KIND OF DIRECT MER-
CHANDISING HELP YOU GET FROM



Outdoor Signs



Dealer Decals



Product Banners



'Teentime' Window Displays



Binaural In-Store Displays



Four-Color Postcards



24-Sheet Posters



Recorded Radio Jingles and Spots



Radio Scripts



Pleasurama Displays



Parts Line Displays



'Pedro' Figurines



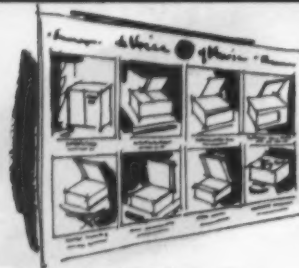
'Voice of Music' Silk Banners

V-M CORPORATION • BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

HERE'S THE KIND OF DIRECT MER-
CHANDISING HELP YOU GET FROM



Dealer Decals



Product Banners



'Teentime' Window Displays



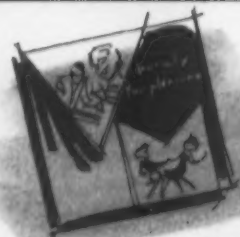
Binaural In-Store Displays



Four-Color Postcards



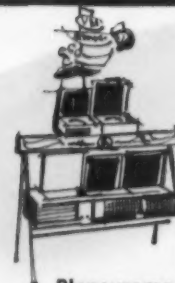
24-Sheet Posters



Recorded Radio Jingles and Spots



Radio Scripts



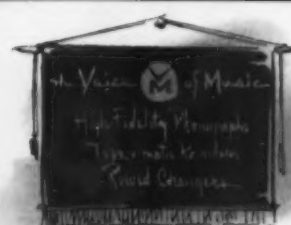
Pleasurama Displays



Parts Line Displays



'Pedro' Figurines



"Voice of Music" Silk Banners

V-M CORPORATION • BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

Exclusive from Johnson's Wax!

AUTOMATIC FLOOR CARE IN 2 EASY STEPS!

Only possible with new Johnson's Wax Polisher-Scrubber and Johnson's exclusive Disposable Pads!



Johnson's Wax Polisher-Scrubber

Cleans, waxes, polishes and buffs floors in mere minutes—automatically! It's a single-brush machine like machines used by professional waxers.

Opening Magazine Ad
(Shown at right) appears in full color, tells customers the whole 1-2 story.



Here's how Johnson's Wax helps you sell!

EXPERTS IN FLOOR CARE
SINCE 1886

"Johnson's" is a
registered trademark of
S. C. Johnson & Son, Inc.

Television! On "Robert Montgomery Presents"—over 20,000,000 people watch each telecast—one of the top 3 dramatic TV network shows.

Magazines! Full-color pages reach the audience you want—the people most interested in their homes. (Opening ad above)

Newspapers! Local newspaper ads tell the story at the local level, help sell your customers!

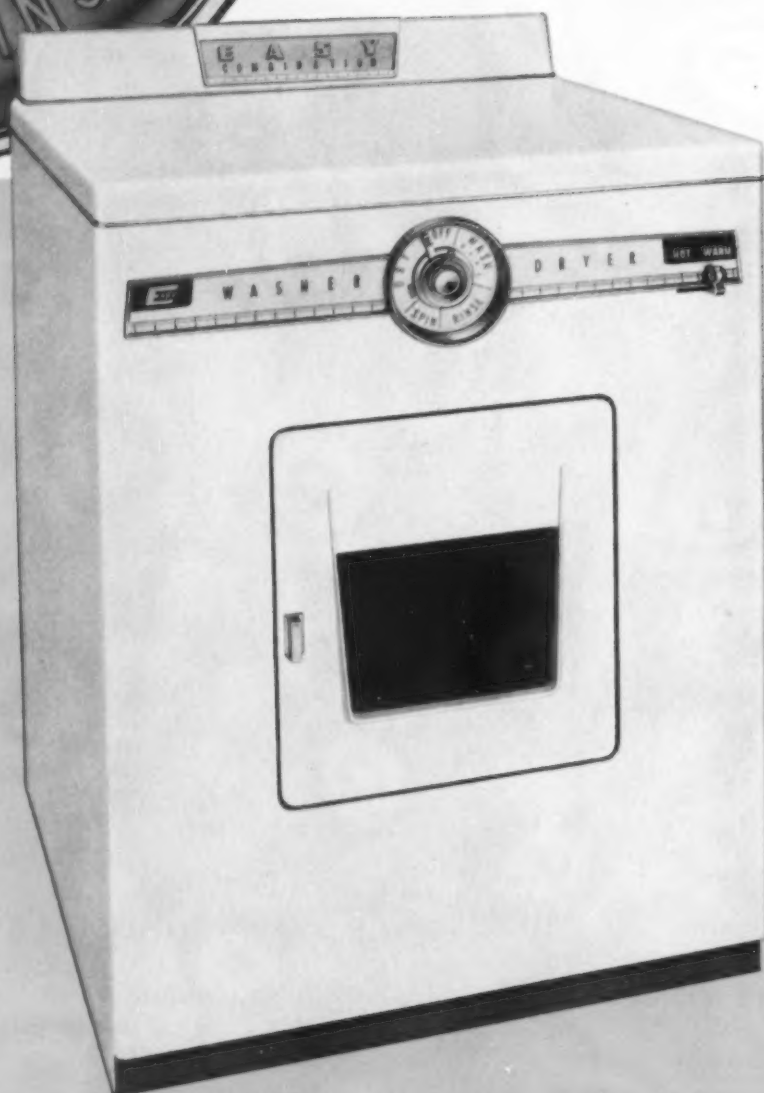
Consumer Booklets! Outline the easy way to automatic floor care. Why not send for your own copy today?

Remember, it's a market ripe for sales! Imagine! Less than 6% of U. S. wired homes have any kind of electric floor-care machine . . . compared to well over 60% having vacuum cleaners!

Contact your nearest Polisher-Scrubber distributor for complete information.

PUSH

1



Space-Savingest Washer-Dryer Combination ever built! Washes and dries in one completely automatic operation—yet takes only 27" of wall space! You just push a button and walk away.

Exclusive Tumb-l-ator action travels clothes through surging suds 47 times per minute. Tilt tub keeps deep well of water in back of tub. Result: clothes fall farther—get washed cleaner—with less water and detergent. Tub stops when safety door is opened. Porcelain top and tub, too.

Dries clothes fluffier with twice the air circulation of ordinary dryers. No lint, no steam, no venting. Dries anything washable—with a separate "start-to-finish" warm cycle for delicate fabrics. EASY does the whole job—better than ever!

YOUR YEAR IS HERE IF

H BUTTON PROFITS

with the sensational new **EASY** Combination Washer-Dryer

HERE'S the hottest item to hit the market yet! Dealers large and small report the highest consumer interest in many years and sales that mean real profits to them.

Backed by a vigorous magazine campaign, continuous newspaper activity in 354 papers and featured by Godfrey himself on "Arthur Godfrey Time", the

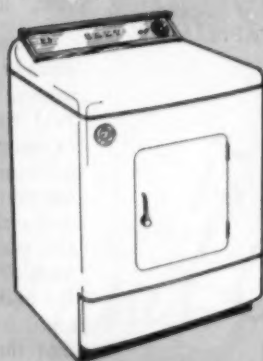
Easy Combination is fast becoming the most talked about appliance in the industry.

It's the magnet that attracts customers—gives you new sales you couldn't make before—plus a far greater opportunity to sell any of Easy's complete line of home laundry products. Better find out about it. Contact your local Easy representative today!

2 with the only complete line in the industry



3 top quality Automatics—The top models have exclusive Spiralator washing action, Master Mind Dial for complete washing cycle flexibility. Porcelain top and tub. Promotional model is feature packed and value priced to bring 'em in.



Easy Dryers—gas and electric! A perfect match for Easy's Automatic. They feature low heat, high airflow drying. New lighted controls. Reusable nylon lint bag. Cycle-end reminder bell plus Safety Shut-off door!



3 Super Spin-driers® that monopolize this market. You sell the speedy two-tub principle, with value-giving features like Spiralator washing action, handy Swing Faucets, new Finger-Tip Control Center, 3-minute Automatic Spin-rinse!



3 great Wringer models to blanket Wringer prospects. Top model features exclusive Spiralator washing action, all-new Super-Safety wringer with "push-pull" Roll Stop. Dial control with automatic shut-off.

YOU'RE AN **EASY** DEALER!

EASY WASHING MACHINE DIVISION OF THE **MURRAY** CORPORATION OF AMERICA, SYRACUSE 1, N.Y.

TRENDS REGION BY REGION

The drop off in sales of electric ranges and water heaters in the British Columbia area is an index to the strife that is splitting the industry in the northwest. The coming of natural gas through the pipelines from New Mexico and shortly from the Alberta, Canada, fields has precipitated a battle that may take years to resolve. Millions of dollars worth of promotion for natural gas as the "fuel of the future" hit the area before the electric utilities were ready to match phrases on the billboards—for more than ten years the powerful utilities of the northwest refrained from any kind of promotion of electricity through mutual agreement because of a shortage of power. Before these utilities—masters of electric usage promotion as evidenced by the highest use of electric ranges and water heaters in the nation—could get underway, gas promotion material from the East hit the area striving for home heating, water heating and cooking load for the lines on their way across the Rockies.

Result so far — electric heating sales have dropped off in the highly electrified Inland Empire around Spokane, although the drop in sales is about equal to the drop-off in new home starts and the results of a severe winter held back new home building. Gas has made inroads quickly in the industrial steam plant field, in apartment house heating, and in older homes—all of which previously had oil heating systems easily converted to gas firing.

In the Spokane area, the utility, Washington Water Power has struck back with two weapons in early summer, is expected to hit with its most powerful blow in September. Underway now is an advertising campaign under the signature of the utility pushing the advantages of electric heat—the first such campaign the utility has ever put its name to. Second punch was a letter to all customers, and a resume to the distributors and contractors, pointing out that the utility's present 500 kw.-hr. package rate at 7/10 cents a kw.-hr. would be in effect only if the householder continued to use electric water heating. This was designed to combat the gas industry's efforts to latch onto the water heating business through its promotion of fast recovery and low cost.

At a meeting of distributors and contractors in Spokane, the utility announced details of its electric heating promotion and at the same time stated that a bigger and more important announcement was coming soon. Hardly anyone there felt that the announcement expected by September 1st could be anything but the announcement of a new and lower rate for electric power for those homes which go "all electric", including heating.

How important low rates are to the appliance dealer is evidenced in news from another section of the Inland Empire. Recently, in a move that made news throughout the industry, a co-operative electric company in Stevens County Washington sold out to the Washington Water Power Company after an election at which the electric users made their choices. When WWP took over the cooperative utility the electric rate dropped about 50 percent. During the first six months of the new electric rate, while sales of appliances and television were falling at about the average drop for the first half of 1956, sales in this area of Stevens County increased as follows—electric ranges, up 8.3 percent; water heaters up 15.7 percent; home freezers up 40 percent; automatic washers up 23.4 percent; conventional washers up 36 percent; television sets up 15 percent.

Who's listing what?—NARDA recently launched a campaign "to curtail excessive categories in classified telephone directories". Such a move was spearheaded more than two years ago by the Electric League of Los Angeles which was very successful in getting the listings cut to a minimum that saved dealers untold numbers of dollars each year. Yet, NARDA should be warned, the effort won't please everyone. This spring the group of appliance dealers in the area of the Los Angeles Electric League who call themselves "professional appliance men" are running a campaign which calls the decision of the telephone company to restrict listings as "socialized advertising by the telephone companies in their yellow pages forcing business men to buy under items, services, trade-brands, while arbitrarily refusing to list him for his true business, 'APPLIANCE DEALER' . . ."

... in CANADA

By

M. L. Schwartz

Some surprises are recorded in June and early July sales . . . Premium plans are headaches . . . Operating results of independent dealers show sizeable drop .

JUNE business provided some major surprises for dealers who had counted on bigger sales of sporting goods, refrigerators, portable radios and certain other timely sellers, though an unusually long period of inclement weather in many parts of Canada during much of the month upset sales records.

"We've had to make special promotions to push our refrigerators," confided one big dealer in eastern Ontario centre, adding he also ordered price cuts on other goods to stimulate sales. Another large dealer in the same region said his company sold fewer summer goods because "it's no summer", quoting figures to prove how much money was spent on newspaper, radio, mailing pieces, etc., to boost sales. "More sunshine and more warmer weather would have helped us more," he said.

Other dealers, both big and little fellows, however, said they were surprised at how well automatic washers were selling in June and early July. Likewise, other major appliances were moving better than anticipated. One dealer in Ottawa reported he put on a promotion with a heavy advertising barrage but he sold more appliances than he figures. "I was only disappointed in the failure to move sports stuff, radios, cameras and things like that," he said.

The top news reported by dealers in several large cities of eastern Canada was that portable TV was proving a plus business. Vast majority of dealers held it will be about 10 percent of total TV sales in many stores. In fact, the head man in one big department store in Ontario complained, "We're not getting enough of them." Another big-time dealer also complained that "they came too late this year." Many smaller dealers were trying to push 17" TV's both used and new, by getting on the portable TV bandwagon. When a customer asked for a portable TV, they tried to convince that the conventional 17" was "stronger, more tubes, better wired and even cheaper" for use in country homes, extra set around the house. Most dealers did not like this practice and said it seldom worked. In general, dealers seem to believe portable TV business will boom and pick up second-set sales, at least 10 percent of total TV sales is the estimate of one well-known Canadian merchandiser.

Premium plans of some food chains in Canada have hurt appliance dealers, particularly in big urban centers, but so much opposition is building up against these give-away schemes that the opinion is growing they will backfire. Already, grapevine

(Continued on page 28)



*Stands out
above all!*



Exclusive

"The secret's in Farberware's exclusive thermostat plug! No other electric skillet has it... no other electric skillet is so easy to use, so easy to clean as the new Farberware Electric Fry Pan! 10½ and 12 inch Sizes.

Only the *New* **FARBERWARE ELECTRIC FRY PAN**

*is Stainless Steel
and Completely Immersible!*

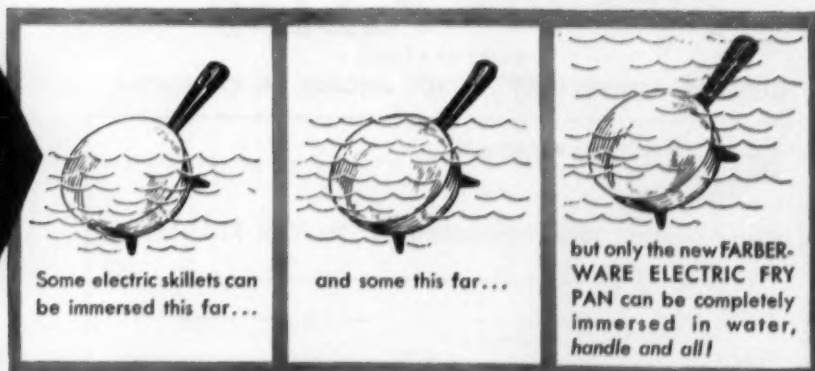
EXCLUSIVE, NEVER-BEFORE FEATURES!

- All stainless steel!
- Thick aluminum-clad bottom!
- Heats evenly, cooks faster!
- Washes easily and safely!

NATIONALLY ADVERTISED!

Your customers will be reading about the new Farberware Electric Fry Pan in large advertising space.

*No other
like it!*



Some electric skillets can be immersed this far...

and some this far...

but only the new FARBERWARE ELECTRIC FRY PAN can be completely immersed in water, handle and all!

Be first to feature it — ORDER NOW!

S. W. FARBER, Inc., New York 54, N. Y. • Makers of stainless steel cookware with that wonderful aluminum-clad bottom!

ELECTRICAL MERCHANDISING—AUGUST, 1956

PAGE 27

For efficient venting of dryers Sell Your Customers FLEX-VENT®



**... A complete line of easy-to-install kits
containing all materials necessary
for economical outdoor venting.**

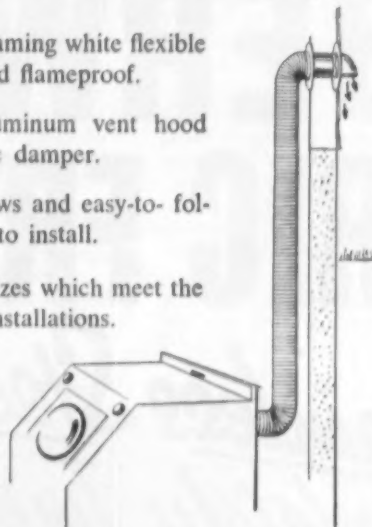
You will find that Flex-Vent Kits will enable you to wring more profits out of your dryer sales, and you will make more satisfied customers at the same time.

Flex-Vent Kits are designed and packaged to move easily in and out of your stockroom. Each kit contains the following:

- A tailored length of gleaming white flexible tubing — washable and flameproof.
- A weatherproof all-aluminum vent hood with built-in automatic damper.
- Necessary clamps, screws and easy-to-follow instructions ready to install.

You need stock only four sizes which meet the requirements for all dryer installations.

WRITE TODAY for more information about these profit-making Flex-Vent Kits. Approved by leading dryer manufacturers.



Flex-Vent Kits Are Completely Manufactured By

Flexible Tubing

CORPORATION

GUILFORD, CONNECTICUT • LOS ANGELES 64, CALIFORNIA

Flexible Tubing Corporation
Dept. 8
Guilford, Connecticut
Please send me more information on Flex-Vent Kits.
Name _____
Title and Company _____
Address _____
City _____ Zone _____ State _____

TRENDS REGION BY REGION

continued

reports claim that some merchants handling premium stamps are unhappy about it all and they would like to get out of it. But they don't know how. One appliance dealer in Montreal states he was told by several regular customers that they are not satisfied with what they received through premiums. "They should stick to food, that's the business they know," he remarked.

Other food chains who do not like this premium plan are offering some non-food goods at lower than usual prices to counteract. In addition there has been considerable publicity that the premium plans do not offer "something for nothing" and really increase the overall cost of food, at least two to eight percent or more. At a large meeting in Montreal, the practice of store gift premiums was criticized by clergymen as a form of gambling and "morally dangerous and economically unsound." In Toronto, a chain store executive charged that such give-away schemes are working against policies of keeping prices as low as possible for the consumers.

All in all, there is now a strong undercurrent against premium plans and dealers are likely to find effects of this practice much weaker before long as a direct result of consumer revolt against this form of advertising or promotional activity.

Latest biennial survey by federal authorities reveals average gross profit and net profit of independent appliance-TV dealers decreased and operating costs increased. There is much interest in the results of this survey, officials in Ottawa say, adding that many accounting firms whose clientele includes such dealers are studying closely the results as well as the dealers themselves.

Average gross profit expressed as a percentage of average net sales dropped in 1954 to 26.07 percent from 26.72 percent in previous survey for such unincorporated dealers. Total operating expenses, however, increased to 19.46 percent from 18.39 percent, including gains all along the line, such as employees' salaries, 8.86 percent (8.51 percent), occupancy 4.18 percent (3.90 percent), delivery, 2.06 percent (1.95 percent), store supplies, 0.53 percent (0.35 percent), advertising, 1.46 percent (1.54 percent), all other expenses, 2.37 percent (2.14 percent). Net operating profit before deduction of income tax dropped sharply to 6.61 percent from 8.33 percent.

Major appliance sales since July 1 are not being curbed by the general credit tightening policy adopted by the Bank of Canada and credit is still a good selling technique for such
(Continued on page 32)



"NOW LET'S TRY 'BUGLE CALLS OF THE UNITED STATES ARMED FORCES'."

"Help him make it my biggest Christmas"



Team up with "Operation Snowflake" ...to boost your sales to men *(for women)*

U.S. Steel's national and local "Snowflake" advertising will tell husbands to . . .

"Make it a White Christmas . . . Give her a Major Appliance"

ON TV'S UNITED STATES STEEL HOUR—6 commercials during November and December.

IN OVER 300 NEWSPAPERS—United States Steel will run big-space "White Christmas" ads.

BY "SATURATION" RADIO—an appliance sales message will be beamed to 85% of the country's population.

WITH SPECIAL NEWSPAPER SUPPLEMENTS—U.S. Steel will provide newspapers with a multi-page supplement for your advertising.

The FREE "Operation Snowflake" Promotion Kit contains:

8 merchandising tags, 5" x 5" . . . 4 red and white and 4 green and white.

2 appliance streamers, die-cut, 56" x 8 1/2"; red, green and white.

4 benefit banners, 14" x 5 1/2" . . . 2 red and white and 2 green and white.

1 poster, in color, 36" x 22".

Reproduction art, which includes finished art for mailer and ads.

Merchandising plan book, containing 8 pages of useful ad material, display ideas, merchandising plans.

UNITED STATES STEEL



Four ways to put "Operation Snowflake" to work for you

SEND FOR THE FREE PROMOTION KIT: display materials, suggested ads, display ideas, merchandising plans.

SET UP DISPLAYS using the material in the free kit.

ADVERTISE THE PROMOTION SLOGAN, "Make it a White Christmas . . . Give her a Major Appliance," and the snowflake symbol, in newspapers, on radio and TV, and through direct mail.

JOIN TOGETHER with your bank and utility company to make your own "Operation Snowflake" produce even more appliances sales.

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

Please reserve my free "Operation Snowflake" Promotion Kit to help boost my appliance sales.

Name _____

Firm _____

Address _____

City _____ State _____

Please list the brands of major appliances that you handle:

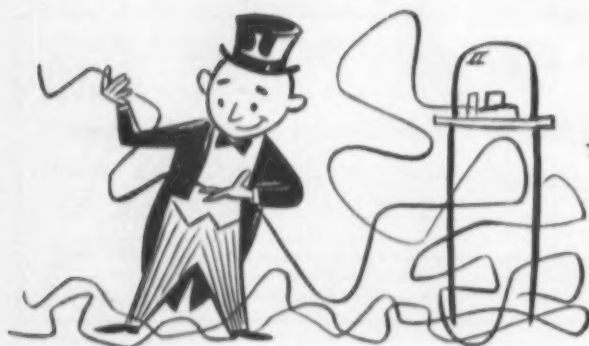
G-E Blankets--the "Blue Chip Stock"



New low
prices from
\$29⁹⁵ *

*Manufacturer's
recommended retail
or Fair Trade price.

DIVIDENDS! New! All-in-one package!



★ Controls packed with the blanket for easy handling—more effective display.

★ Stand-up cover makes each package an eye-catching display unit.

New! Heaviest Advertising Ever!

★ **Network TV!** General Electric Blankets will be the first automatic blankets on network TV—will be seen by millions on the "20th Century-Fox Hour" throughout October, November, December and January.

★ **National Magazines!** Four-color ads appearing in *The Saturday Evening Post*, *Good Housekeeping*, *The Bride's Magazine*, *Better Homes and Gardens* and other leading magazines will reach more people than ever before!

PLUS the heaviest local support ever!

★ in the Automatic Blanket Boom! ★

DIVIDENDS! New! Dynamic Displays! ★



Space Saver Display

(Dimensions: 68" high, 27" wide, 18" deep)

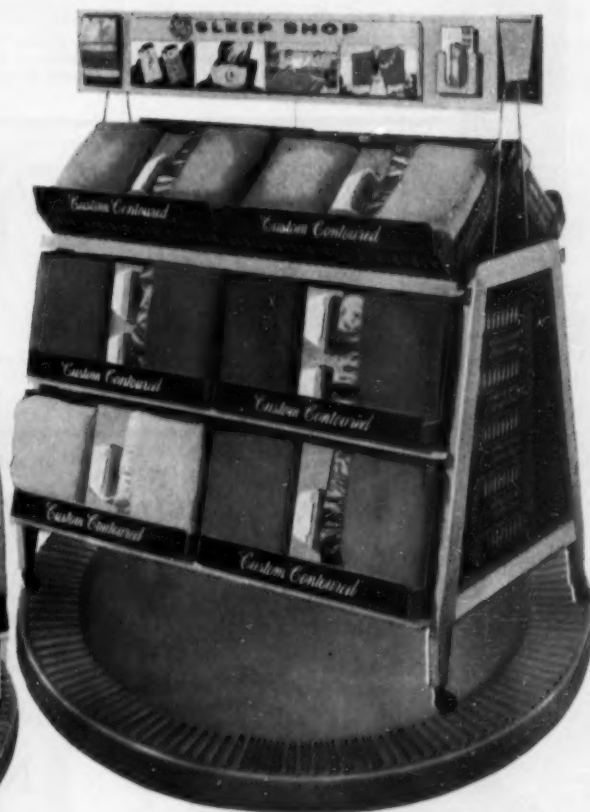
- ★ Full-color header—mounted swatches
- ★ Displays 3 blankets—stores 4
- ★ Takes up less than 3½ sq. ft. of floor space
- ★ Portable—folds flat—weighs only 12 lbs.



Jr. Sleep Shop

(Dimensions: 62" high, 27" wide, 27" deep)

- ★ Solid, natural birch
- ★ Illuminated header
- ★ Displays 3 blankets—stores 5
- ★ Has electrical outlet
- ★ Completely mobile—rolls on wheels
- ★ Use as wall or island display



De Luxe Sleep Shop

(Dimensions: 62" high, 51" wide, 33" deep)

- ★ Handsome, solid natural birch
- ★ Illuminated header on both sides
- ★ Displays 12 blankets—complete color range
- ★ Swatches and bindings on both sides
- ★ Built-in electrical outlet for demonstration of Sleep-Guard control
- ★ Rolls on large wheels



**See your
General Electric
Automatic Blanket
Distributor Today!**

Automatic Blanket and
Fan Department, General
Electric Company, Bridge-
port 2, Connecticut.

New! Pedro Doz-z-zo Display!

- ★ Stops customers outside—brings them in
- ★ Fits in window 8' to 14' wide
- ★ Use for counter display, too
- ★ Kit contains simulated 3-D Pedro center-piece, two side displays with easels to hold G-E Blanket cartons. All in full-color



Progress Is Our Most Important Product

GENERAL  ELECTRIC

Six pix tell why you need A-P Model "Fifty-Five" gas control...



1. Automatic profits — every heater a complete package . . . ultimate in comfort.



2. Priced for any budget — choice of four automatic accessories to fit every need.



3. Immediate installation — attach in minutes. No need to break gas lines. Set and forget.



4. No special tools — all accessories fit basic Fifty-Five control and are interchangeable.



5. Exceptional economy — the kind of savings you can expect only from automatic control.



6. Guaranteed performance — protected by an iron-clad A-P service warranty.



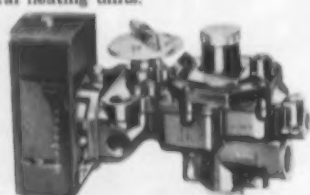
*Stop offering half a heater
— be fully competitive
with automatic control*



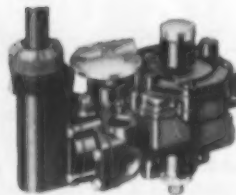
Fifty-Five control with EM Magnetic operator — has quiet snap action. Completes control package for unit heaters, wall furnaces, central heating units.

No question about it — automatic comfort and convenience sell on sight! Next time you offer a space heater, wall or floor furnace — think how much easier your selling job would be with A-P's Model Fifty-Five gas control. You give your customers a choice of four automatic accessories — at a cost tailored to needs or budget. Also, the long-range fuel-saving advantages of automatically controlled heating break down customer resistance to the initial cost of the heater.

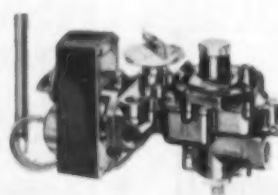
And no matter what brand of heating equipment you now carry — just a word from you to your supplier is all it takes to get him to investigate the double-barreled sales potential of the A-P Fifty-Five gas control.



ET Electric thermostat — furnished as complete kit: thermostat, plug-in transformer, wire and wiring diagrams.



MT modulating thermostat — completely mechanical. Constant temperature despite fluctuating outside temperatures.



MTS modulating snap thermostat — modulates fire high to low, quietly snaps off when low fire is no longer needed.



Just off the press — the complete facts on the Model Fifty-Five gas control. Write:



A-P CONTROLS DIVISION
CONTROLS COMPANY OF AMERICA

2400 N. 32nd Street, MILWAUKEE 45, Wisconsin
COOKVILLE, Ontario NIJMEGEN, Holland

TRENDS continued

dealers. The credit manager of a big department store in one large Ontario centre stated bluntly that, though his firm raised very slightly carrying charges in June, "it didn't even attract much attention of our customers." Another top man of a chain with outlets in several provinces remarked: "Confidentially, I believe retail credit will back our sales as much as ever this year. Our appliance business is up approximately nine percent dollarwise in the first six months this year and our credit financing of these sales is very much near this figure."

The banks are charging higher interest and checking loans more closely. However, many dealers report that they are still using retail

An appliance dealer usually needs his mind tuned and his outlook overhauled when he starts knocking his competitors.

credit as selling technique, recording trivial setback in business for lack of credit. Somehow or other, it is not hurting appliance sales, though the credit tightening policy has caused a slowdown in lending activities in other directions, including an estimated over 15 percent drop in financing so far this year under the National Housing Act alone and similar declines in others. But dealers, with fingers crossed, report major appliance sales are not being clogged in retail channels by financing difficulties, at least, this has not happened to any significant degree in the first seven months of this year and will likely continue for some time anyhow. It will be a most important factor in avoiding business "deaths" this year as predicted earlier when credit curbs were feared. End



"REVCO FREEZER SALES WILL INCREASE 30% IN 1956"



Paul Glenn, John Milne, and Donald Miller



Virginia Loney, Leon Williams, Douglas Greeney, Harry Richardson and Mrs. Richardson.

"Revco has put us in the freezer business"

Was the observation made by Mr. Harry Richardson of White's Auto Stores, Inc. in Mount Pleasant, Texas.

"Until we stocked the all new Revco Freezers we had been unable to sell freezers. Now," continues Mr. Richardson, "we have a profitable business in freezers. In our rural community we found that our customers want Revco, the freezer that stores MORE in Less Floor Area. Revco also gives our customers the Faster Freezing Action they need in freezing large portions of food for the future."



O. E. Halverson, Gordon Meistad, Blanche Bartels, and Alex McCasker.

"Our customer's friends ask for Revco"

Revco's Faster Freezing Action and assortment of larger chest freezers has aided Waushara County Electric Cooperative Inc., Wausau, Wisconsin, in their tremendous growth in freezer sales.

Mr. Gordon Meistad, Manager, says, "One Revco Freezer sells another in our community, because of the money-saving features that are exclusively Revco. These reasons prove to us that Revco will continue to be our top freezer line."

Observes Mr. John Milne of John Milne & Sons in The Dalles, Oregon

"We have carried Revco Freezers for five years, and once again we find our Revco sales running 30% ahead of last year." Mr. Milne says, "Revco's complete selection of large chest freezer sizes provide capacities needed by rural families. In fact, Revco sales will account for over 20% of our total sales this year. Our customers, mostly farm families, need the savings and convenience given them only by Revco's Faster Freezing Action."

Only REVCO chest freezers have these selling advantages

- 1 Revco has a complete line of large chest freezers in different price ranges.
- 2 Revco can prove the lower cost per cubic foot.
- 3 Revco can prove (with a startling customer demonstration) the fastest freezing action in the industry.
- 4 Revco has the advantages of an all-aluminum liner with aluminum tubing bonded to the liner.

mail this coupon

today!

Please send me facts on how to Sell Freezers at a Profit

REVCO, INC.
Deerfield, Michigan

EM-86

Please send the full story on the Revco large chest freezer program. Prove to me...without a doubt...that Revco and only Revco has a freezer line I can't afford to be without.

Name _____

Firm Name _____

Address _____

City _____ State _____

Revco

SPECIALISTS IN REFRIGERATION



Revco Trend-Setting Products



REVCO'S convincing demonstration—Jack Crank, Revco District Manager, using the convincing consumer demonstration proving (1) Revco Faster Freezing Action; (2) Flavor-Saving food preservation; (3) Lower operating costs.

Mort Farr Says . . .

Let Your Banker Help You



Mort Farr, Upper Darby, Pa., appliance-TV dealer

OUTSTANDING consumer credit of all kinds is at a new high. People owe more money than ever before. However, savings are also at the highest in history and people are making more money and more of them own their homes than at any other time.

The same is probably true for appliance dealers. They owe more money to their financial partners and to their suppliers than ever. A lot are faced with a financial burden that would have been disastrous in the 30's or even in the 40's.

Today, however, with proper management and an assist from our financial institution and suppliers we will emerge richer and more prosperous than ever, just as the families of America, now head over heels in debt, will emerge with more assets and more security than their fore-fathers who seldom owed a nickel.

CREDIT BEFORE PROFIT. Dealers do have financial worries and profits are elusive but when you really get down to facts, and the NARDA Cost of Doing Business Survey (EM, July 56, p84) supports this, the real problem is not as much how to operate at a profit as how to maintain good credit and pay bills. Net profits for 1955 are actually up and the increase in gross profits indicates that by our volume buying we have increased our total margins and cut our operating costs to leave room for substantial owners' salaries and still leave a sum equal to 3.4 percent of our sales to put back into our business or set aside as a reserve. There are few dealers who can afford to draw these slim profits out of their business in today's market. It might also be noted here that retailers have additional fringe benefits that profit them, such as being able to buy and operate their automobiles out of their business and charge them as a legitimate business expense.

THREE WAYS TO HANDLE PAPER. Let us now talk about discounting our paper. There are over 10,000 banks and a number of finance companies ready and willing to help dealers finance their retail installment accounts. However, I find many dealers who deserve and receive adequate supplier credit and who have merchandising ability and yet lack the understanding of proper and satisfactory relationships with finance houses.

There are numerous ways to handle the discounting of your installment sales contracts:

1. Outright sale to a bank or finance company on a recourse or non-recourse basis. About 95 percent of dealer financing through banks today is on either a recourse or repurchase agreement or some variation of that plan. The non-recourse plan has advantages in that the dealer has no contingent liability, but the finance charges are higher and may retard

sales. On a repurchase agreement a dealer sets up a reserve out of finance charges paid by the customers and repossessions may be charged to that fund and the dealer has no contingent liability beyond that reserve.

2. Indirect discount to a finance company or bank where you do the collecting and the customer has no contact with finance whatsoever; you remit the discount source payments whether customers pay you or not.

3. Receivable assignment, where you borrow against your accounts on a percentage basis.

SIX POINTS TO WATCH. Regardless of which plan you use, the first plan is the most widely accepted and safest one today. There are certain pitfalls to avoid, namely:

1. Don't do business with a bank or finance company which doesn't know what it is doing. There are still a few of them and they can pull you down with their own inadequacies.

2. Most important, don't sell your accounts to anybody unless they convince you that they know how to collect. This means a credit department of experienced men who also know how to choose their risks.

At this point I want to emphasize again the value and importance attached to well organized and experienced collection activity. A dealer who did not go through the difficulties of the early 30's or the recession of 1937 can't appreciate this as those of us who were made aware of a situation after demands on us were made by financial institutions then.

This is true regardless of the plan used by the dealer whether it be recourse, repurchase or non-recourse. They are only as good as the efficiency of the collection department of the particular financial institution.

3. Be sure your arrangement is a sound one and that the bank or finance company you are discounting with will make money on your accounts or you may have to try peddling your accounts elsewhere at an inopportune time.

4. Do not agree to reserve requirements that stagnate working capital. No dealer today can afford to receive less than 100 percent of the face value of the contract before interest charges. Pre-war, many dealers went broke because of those reserves. Today most financial institutions have learned their lesson.

In fact a prudent and far thinking dealer should build up what is called "Dealers' Loss Reserve Account," to absorb the shock of repossessions. This insures that there will not be an undue strain on a dealer's cash position should such buy-backs accumulate and become heavy at any given time. There are several ways this can be done without any stress on the dealer. The most accepted way to obtain this loss reserve is by taking a portion of the finance charge paid by the customer and ac-

cumulating it in the dealer's reserve. The percentage of the finance charge put into the dealer's reserve varies from one to as much as four percent. The most universal figure is a charge of 8½ percent to the purchaser of which 1½ percent accrues to the dealer's account, an approximate one percent is set up for life insurance on the purchaser and the financing institution takes the balance.

The monies in the reserve account is available to the dealer when the reserve reaches a certain percentage of the outstanding paper, usually 5 percent. The bank usually sends a statement each month showing how much is in the account.

5. Do not attempt to collect your own account unless you have had considerable experience and understand indirect financing.

6. If you sell your accounts outright insist that customers be permitted to make payments in your store. When collecting such payments, keep them separate from your money and accounts and remit to the bank promptly. There is one more way in which dealers tie up needed capital and that is in handling so called cash customers on a 30 to 90-day basis. Many times this is extended by the customer to six months or even more either through neglect or inability to meet these terms. It is better to sell on a six-month basis and sign a regular lease or, as I now do, sell on 90-days at the cash price but have the customer sign a lease agreement and a simple promissory note or notes in which the customer contracts to pay in three installments—30, 60 and 90 days—or in 90 days. We discount these at bank rates and of course endorse them so that if the customer defaults the bank can charge the note to our account. However, we get remarkably few charge backs on this basis and it gives us much more cash to operate our business. A customer will be reminded of the due dates by the bank and is more likely to pay than if he just owes the money on open account to a prosperous looking dealer. This signature on a lease also enables you to make a repossession more easily as it is difficult to pull an appliance that is billed on open account.

Make your bank a partner in your operation. Keep up your end of the credit relationship by supplying adequate financial information on your own operation and by accurately obtaining all the credit information possible at the time of closing a time sale. Be sure to let your customers know you sell on time and you have made arrangements to finance their purchase through the bank. It helps create confidence of the buyer in the dealer.

MORT FARR WILL ASK: How Bad Is Today's Selling? Dangers and advantages in various types of financing.

"all helped us open our store and helps us daily in developing more major appliance sales!"



Robert E. Poll, manager of the Appliance Mart, Champaign, Illinois, praises *all* as a very effective traffic builder, and a winner of friends for his store.

"We have found that stocking and displaying bulk sizes of *all* has been very significant in our store operations," says Mr. Poll.

"*all* has served us since our Grand Opening as an effective traffic builder, both in the home and in the store. It puts us in contact with our customers about every 4 months.

"This regular contact permits us to develop more sales of major appliances. It has also become an important segment of our service program—both by keeping our washer purchasers satisfied with their machines, and reducing costly service calls caused by thick-suds detergents that just don't do the job."

By reducing nuisance service calls, creating regular store and home traffic, assisting in big-ticket sales, and by bringing a better gross profit without price-cutting competition, *all* has become an important and profitable part of the appliance business.

all is recommended and sold by more appliance dealers and servicemen than any other soap or detergent. Why not give your Monsanto salesman a call to see how *all* can serve you.

***all* creates home and store traffic,** helps the Appliance Mart know when customers may need new appliances. Regular sales of bulk sizes of *all* bring sizeable income to the store, as well.



Satisfied washer customers remember where they bought their washers, usually come back when they need new major appliances. Because *all* was designed to wash best in automatics, nuisance service calls and customer irritation are avoided.



FOR ADDITIONAL INFORMATION ON THE WAYS *all* CAN HELP YOU... PHONE OR WRITE

Monsanto Chemical Co., Consumer Products Division, Dept. 413, 800 N. 12th Blvd., St. Louis 1, Mo. Or contact Monsanto Sales Offices in: Cambridge, Mass., New York, N. Y., Philadelphia, Pa., Atlanta, Ga., Columbus, O., Chicago, Ill., Dallas, Tex., Kansas City, Mo., Los Angeles, Calif., San Francisco, Calif.

***all* is made by MONSANTO...Where creative chemistry works wonders for you**

"all" is a registered trademark of Monsanto Chemical Company. © 1956



**DOUBLES AS PORTABLE
OR TABLE MODEL**

11¼" long, 8½" high! This is a fine musical instrument with symphonic sound in undistorted volume, for the discriminating music lover.

Full-size, full-range new 1957 line of



Arvin Transistor Portable



Flip-Switch dial means double convenience

An exclusive feature of this new Arvin Transistor Radio is its flip-switch dial, which reverses the frequency figures so that whether the radio is used in a flat or upright position dial always reads right side up. Dial also shows Conelrad frequencies.

No tubes! Seven transistors! Today's finest example of the newest trend in radio! A superb creation with utmost sensitivity, tone control and automatic volume control—with long-life battery pack good for 600 hours, or a full year of normal use. Housed in a beautiful luggage-type cabinet with pyroxylin finish in British Tan or Brown Alligator, with brass trim and grille. Printed superhet circuit; long range Magnetenna and a big 5¼-inch speaker. Model 9562P.....**\$79.95***

The year's smartest
PORTABLES

Super-performing Arvin 3-way portables



LUXURY-LUGGAGE STYLING at a moderate price

Bold saddle-stitching and gold trim, plus a handy shoulder strap for outing use, all combine to give that extra distinction your customers are seeking. Station selector shows standard AM and Conelrad frequencies. On-off and volume control knob inset at top of tuning dial. Air loop antenna and big Alnico "V" speaker for exceptional tone and distance. Plays on batteries, AC or DC. Light Tan, Model 8565P **\$39.95***



IN BRIGHT COLORS for the young at heart

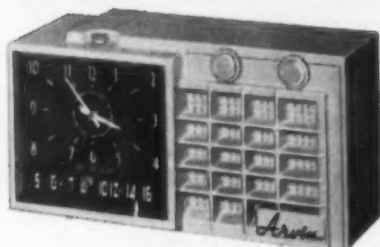
Styled for gay companionship in lustrous plastic with gold-tone trim and clear plastic tuning dial, this brilliant-performing Arvin portable plays on batteries, AC or DC. Its supersensitive loop antenna really reaches out for distance. 4 tubes plus selenium rectifier. Alnico "V" speaker. Maroon. Model 952P, \$31.50. Also Model 954P, in Matador Red, Aqua, or Cinnamon... **\$32.95***

* Portables priced less batteries

Electronics and Appliances Division

transistor model heads Arvin Radios

The year's dreamiest CLOCK-RADIOS



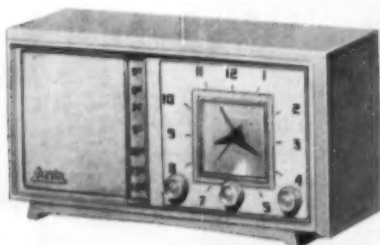
Departure from the Traditional

Rare combination of good looks and fine tone! This bright new Arvin beauty will attract gift shoppers with its distinctive styling. All-printed superhet circuit; automatic on-off and alarm set; slumber switch; 660-watt outlet. Handy slide-rule dial. 5 tubes including rectifier. Pink or Nile Green. Model 5561, **\$37.95**



New Panoramic Face

This stunning new Arvin Clock-Radio is a style creation of jewel-like beauty with its easy-to-read panoramic clock face and modern slide-rule dial. 5 tubes including rectifier; Air Loop antenna; 1100-watt outlet; slumber switch. Ivory, Green, Sandalwood, Flame. Model 957T **\$39.95**



Quality at a Budget Price

For your customers who want a lot for a low price! Here's a truly budget-price Arvin Clock-Radio with fine styling and quality throughout. 5 tubes including rectifier; 660-watt appliance outlet; Alnico "V" speaker; dependable clock-timer. A fine promotional leader. Ivory or Willow Green. Model 859T **\$29.95**

The year's biggest TABLE MODEL VALUES



High-styled Shopper Stopper

Intriguing off-beat knobs and distinctive two-tone grille cloth give this new Arvin real personality! Printed AC/DC superhet circuit; 5 tubes including rectifier; illuminated vertical slide-rule dial with standard and Conelrad markings. Loop antenna. Ivory or Charcoal. Model 2564 **\$29.95**



Top-Value Five-tuber

Here's up-to-the-minute style with performance to match! Vertical slide-rule dial; plastic meshwork grille; printed AC/DC superhet circuit with 5 tubes including rectifier. Far-reaching loop antenna and Alnico "V" speaker. AM and Conelrad markings. Cocoa Tan or Apple Green. Model 2563 **\$24.95**

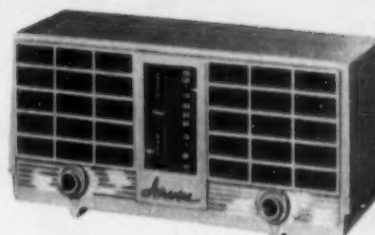


Young Folks' Favorite

Lots of quality for little money makes this Arvin a frequent choice with the younger set. Printed AC/DC superhet circuit; 5 tubes including rectifier; powerful Air Loop antenna. Rosewood. Model 950T, **\$19.95**. Model 951T in Ivory, Bitter Green, Sandalwood, Cherry **\$21.95**

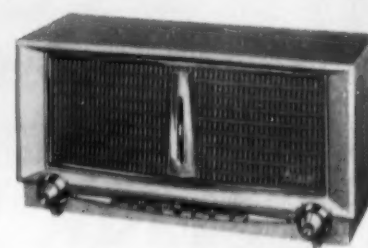
Other Table Models as Low as \$13.95

The year's standout TWIN-SPEAKER SETS



Six-tube beauty

Twin 5-inch speakers and new printed AC/DC superhet circuit powered by six tubes including rectifier give this stunning Arvin deeper, richer, console-like tone! Illuminated slide-rule dial; visual tone control; phonojack; Magnetenna brings in distant stations. Ivory or Fawn. Model 3561 **\$39.95**



Twin-speaker triumph

Two co-ordinated 5-inch speakers give this AC/DC superhet glorious tone to match its fine styling. 5 tubes including rectifier; phonojack; lighted mercury-type treble-base indicator. Here's value to capture your hi-fidelity fans! Turquoise, Sandalwood, Ivory, Coral. Model 956T **\$34.95**

Arvin national advertising and Arvin sales aids

will help presell your customers and resell them when they come to you! There's an Arvin to please every customer who enters your store. Check with your Arvin Distributor now! Get aboard a winner with big-performing, big-value Arvin Radios!

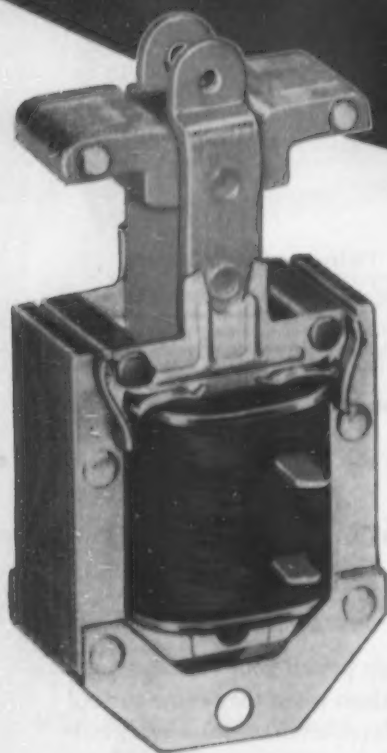
All prices are suggested retail Zone I

Arvin INDUSTRIES, Inc., Columbus, Indiana

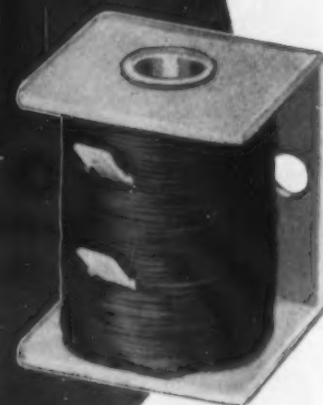


Agitation — Spin
Cycle Solenoid

Don't Gamble Service Profits



Water Pump and Two-way
Valve Solenoid



Hot and Cold
Water Solenoid



USE ONLY FACTORY SPECIFICATION
REPLACEMENT SOLENOIDS FOR

Whirlpool WASHERS

Prevent profit-eating service call backs . . . and protect your service reputation . . . by always using Factory Specification solenoids for RCA WHIRLPOOL automatic washers. Laboratory tests prove Factory Specification solenoids last an average of 4 times longer than "off-brand" solenoids . . . even though they look alike. Here's the reason: Factory Specification solenoids are designed to original quality specifications . . .

with more wire turns to carry the heavy load . . . and a vacuum impregnated wax seal to keep out damaging moisture.

Why jeopardize your service profits . . . and customer good-will . . . by using inferior replacement parts. *Be sure* by seeing your authorized RCA WHIRLPOOL distributor or A.P.J.A. parts jobber for *quality Factory Specifications parts . . . quickly available.*

Factory Specification parts for RCA WHIRLPOOL products meet the toughest specifications in the industry
Service Division **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

CRESCENT tape recorders



Curator MODEL TR772 above left

Now, the two-speed two speaker tape recorder at a price you'd expect to pay for one! Skilled Crescent engineering gives you up to 4 full hours of recording time at 3 3/4 IPS, with wow and flutter less than 1/4 of 1%! New torque braking. Use the radio-phono input to make your own "live" concerts . . . to preserve memorable broadcasts . . . to transfer your records onto permanent tapes! So compact, so attractive too! Includes mike and take-up reel. Wt. 24 lbs.

LIST \$13995

Chancellor MODEL TR774 above right

Sophisticated luxury of genuine Western long-horn saddle leather case. One of the most professional recorders available . . . 4 hours of captured sound realism on tape—insured by the 4-watt 13,000 cycle amplifier feeding chorus of 3 stereophonically oriented speakers. Full presence recording with such hi-fi components as controlled reluctance mike, micro-gap head, VU meter for engineered control. Loaded with professional features: 2 heads, dual speed, dual track, dual input and output jacks, correction key provision for foot switch for dictation; simple to operate. Wt. 28 lbs.

LIST \$23995



NEW! SEPARATE FOOT SWITCH! MODEL K-776

Instant stop-start control—for dictation, many other uses. Increases efficiency of your tape recorder. Available for the Chancellor, Curator and Professional models.

LIST \$1995

Professional MODEL TR773

All the performance of the luxurious Chancellor, but economy priced! 4-watt 13,000-cycle high fidelity amplifier breathes up to 4 hours of concert realism into 2 wide-range speakers. Professional VU meter for engineered control of recording. Dual heads, dual track, dual speed, dual input and output jacks. Ultrasonic erasure, torque braking. High speed forward and retrace for rapid position finding. Smart luggage-styled travel case in foam grey Vitalon. With take-up reel, super fidelity controlled reluctance mike. Wt. 25 lbs.

LIST \$18995



Tutor MODEL TR730

The only quality tape recorder in the world at this price . . . up to 4 full hours of recording time at 3 3/4 IPS! Will take full 7" reels.

Special features include positive 50 KC A.C. tape erase system, speedy forward and rewind, 3-watt amplifier, sturdy 4-pole motor. Simplicity itself in operation, with one operating control for record and play, one each for tone and volume. Handsome portable grey and ivory pyroxlin covered case, with all-weather ceramic mike, take-up reel. Wt. 20 lbs.

LIST \$8995

ALL ABOARD!

everybody's going places with new Crescent tape recorders!

The famous Crescent Tape Recorders now coming to you luxuriously portable in genuine leather-luggage cases. Different? Handsome? But definitely! Never before have such fine recording instruments been so conveniently, practically "packaged." *Their design is exclusive* and they're just part of the complete line of CRESCENT TAPE RECORDERS which are certain to lead the field in 1957 as they did in the year just past. All Aboard! Go fast—let's go up—let's go places with Crescent.

THE WORLD'S LEADING MANUFACTURER OF HIGH FIDELITY
TAPE RECORDERS AND PHONOGRAPHS



CRESCENT INDUSTRIES, INC., 5900 W. TOWHY, CHICAGO, ILL.

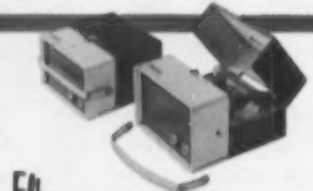
CRESCENT phonographs



Troubadour **MODEL A-746** (above, left) Brilliant new automatic high fidelity phonograph unmatched at this price! Famous Corsair hi-fi 4-speed automatic changer plays all size, all speed records, does not obsolete 78 rpm. Special 9" para rubber mat turntable prolongs record life. Amplifier, changer shut off after last record. Special dual sapphire Titone turnover cartridge. Aluminum tone arm for maximum noise dampening, accurate tracking. Trouble-free printed circuitry. Amplifier feed back circuit guarantees frequency range of 15 to 12,000 cycles. 2 extended-range speakers. Wt. 30 lbs.
In beautiful ebony cabinet **MODEL A-746E** LIST \$99.95
Mahogany finish, **MODEL A-746M** List \$109.95 • Blonde cabinet, **MODEL A-746B** List \$114.95

Soubrette **MODEL A-744** (above, right) Portable version of Troubadour, covered in smart azure and corduroy. Wt. 22 lbs. LIST \$89.95

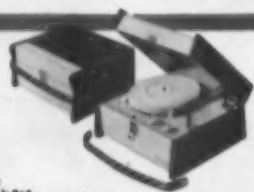
Harlequin **MODEL F-737** (above, foreground) Striking modern table-top 45 rpm automatic phono, another Crescent contribution to your listening pleasure! Child-proof changer mechanism plays 14 records with lightning-fast change. 5 1/4" hi-fi speaker under cabinet, uses table surface as full dimensional sounding board. Dutch Ronette Tropic-powered high-output cartridge with sapphire stylus tip. Colorful, washable cabinet rests on brass legs. Wt. 6 1/4 lbs. LIST \$37.95



Etta **MODEL F-739** Versatile portable 45 rpm automatic phono. Detach handle—it converts into contemporary furniture! Child-proof, plays 14 records with lightning change. Imported Dutch Ronette Tropic-powered cartridge, sapphire stylus. Powerful 5 1/4" speaker. Separate volume, tone controls. Green silver fox and ivory pyroxylin on wood cabinet. Wt. 9 lbs. LIST \$42.95



Scottie **MODEL M-732** America's fastest selling three-speed manual record player in smart new "note-book size"—only 4 1/4 inches deep! Plays 33 1/3, 45 and 78 rpm records without extra gadgets. Universal-type stylus, on-off control. Exquisitely styled cabinet in stunning Highland red plaid and buff case. Truly a high quality phono. Perfect for vacation or children's room. Wt. 8 lbs. LIST \$25.95



Siren **MODEL M-734** Crescent's new portable three-speed manual record player. Tops for style and performance at this low price! Detach the handle—it's a smart table model! Built-in 45 rpm adapter. Imported Dutch Ronette Tropic-powered cartridge, separate twin sapphire stylus, for 78 rpm, 45 and 33 1/3 rpm. In striking scarlet fabric. Wt. 9 lbs. LIST \$33.95



Cadet **MODEL A-740** Favorite portable phono of young moderns! Styled for tomorrow with feather-touch 4-speed automatic record changer. Wide-range 4-inch speaker in special acoustic chamber for rich tone. Separate volume and variable tone controls. High-gain cartridge with all-purpose sapphire stylus. Smart all-wood case in cadet blue and sand corduroy leatherette. Wt. 21 lbs. LIST \$59.95

FIDELITY

rides high, wide and handsome
in new **Crescent** phonographs!

Sure they're high fidelity! But they're *more* than the hackneyed use of that exciting phrase would indicate. The ear gets a full-round treat in rich beautiful sound—every note with all its original shadings—close your eyes—listen to these Crescents and you know you have profit makers that sell themselves. Crescent is high fidelity all the way. Go fast—go up—with Crescent.

THE WORLD'S LEADING MANUFACTURER OF HIGH FIDELITY
TAPE RECORDERS AND PHONOGRAPHS



CRESCENT INDUSTRIES, INC., 5900 W. TOWHY, CHICAGO, ILL.

ECONOMIC CURRENTS

Second Half Outlook: Boom without Froth

By the McGraw-Hill Dept. of Economics

THE overall economy has been holding to an amazingly high level, in spite of declines in auto production and housing starts and a continuing slump in farm income. And the outlook for the second half of the year points to levels as high—and in some cases higher—than the first half of this year.

For appliance dealers, likewise, the outlook for the last half of the year will probably be a mixture of both ups and downs. Appliance production on the whole ran about the same in the first six months of 1956 as it did in the first half of last year. For the balance of this year there is a good chance that appliance sales and output will continue at relatively high levels.

Air conditioners, dishwashers and dryers are setting the pace. Last year 1,290,000 room air conditioners were produced. This year manufacturers expect to sell about 1,700,000 units. In fact the air conditioning business has been so good that one air conditioner manufacturer ran an ad in the New York papers apologizing for the delay in filling orders.

More Income To Boost Sales

Radio and TV production was off substantially in the first six months of this year. Output of radios, however, is holding up better than television production. Radio output was five percent under the first half of 1955, while TV production was about 14 percent under the 1955 record rate. A decline in auto radios because of lagging auto sales has more than offset an increase in clock and portable radios. With growing competition from color TV and portable television sets, demand for big black and white sets is definitely slowing down.

But on the plus side for appliance dealers is the continuing high level of consumer income. Disposable income—income after taxes—was close to \$14-billion higher in the first six months than the first half of 1955. And it is estimated that disposable income in the fourth quarter of this year will be about \$285-billion. Thus, for the year as a whole consumers should have over \$20-billion more than they did last year.

And the battle for the consumer dollar will shape up into a hard competitive fight. Although auto sales have dropped sharply from last year's record, other lines such as food, furniture, clothing and sporting goods have been booming.

Retail sales figures point to the eagerness of consumers to spend. Retail sales in May were \$16.2-billion—an increase of 3 percent over May 1955. And retailers are optimistic about the outlook for the rest of the year. They expect that retail sales for the year will be four percent to five percent higher than last year.

Record Installment Credit

But even with all this extra cash, consumers are continuing to make heavy use of installment credit. Installment credit amounted to \$28.26-billion at the end of April. This was a rise of \$296-million over the previous month. And all major items

(Continued on page 44)



**RIDE
WITH
SAFTI-VENT**
—TO A NEW BIG PROFIT
—BIG VOLUME MARKET

Here's your chance to share in the big heating profits from home modernization and improvement. Now you can do it without installation problems and with a practically non-competitive product! Safti-Vent is a completely different automatic, thermostatically controlled heating unit. It costs little more than the best space heaters . . . and it does the same job as most recessed wall units, at far less cost.



SAFER The combustion chamber is sealed for safety. Gas can't leak into the room. Room air is always fresh. Air for combustion is drawn in from outside. Gases from combustion chamber are vented outside.

EASIER TO INSTALL

Safti-Vent does away with recessing, chimneys and expensive labor. Just cut an 8" hole, attach the gas line and Safti-Vent is installed. It operates on any gas—natural, mixed, manufactured or propane.

SMARTLY STYLED

Compact, modern Safti-Vent heaters will fit into the decor of any home.

**WRITE
FOR
NEW
LOW
PRICES!**





The sale comes easier when they hear this name

To your prospects, any appliance is a better appliance when they hear it's made with Fiberglas* Insulation and see the Fiberglas label. For Fiberglas is an old friend they've met in hundreds of extra-value products . . . and continue to meet every week in the pages of LIFE and a dozen other consumer magazines. Our year-round program of national advertising tells your customers how Fiberglas Insulation makes good appliances better—and new appliances possible—by muffling sound, controlling heat or cold in every appliance from a toaster to a huge freezer. Put this consumer acceptance to work for you—tell about the Fiberglas Insulation during every demonstration . . . and *clinch the sale!* Owens-Corning Fiberglas Corporation, Dept. 104-H, Toledo 1, Ohio.


®T-M. (Reg. U.S. Pat. Off.) O-C.P. Corp.

Speedy Sales Maker

Take a minute of your sales talk for this brief, simple demonstration of the superiority of Fiberglas Insulation. It pays dividends—generates real conviction that may help you change a no sale to a sale! Write today to the address below for your free "selling sample" of Fiberglas Insulation, and—

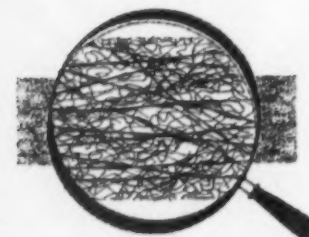


Sell with the sample:

Compress the Fiberglas Insulation sample between your fingers—show how it snaps back. Tell your customer that a resilient insulation won't ever settle, pack down, leave un-insulated hollows.



Then drive the point home. Slam the appliance door a few times. Tell your customer how the door will be slammed *tens of thousands of times* in the normal life of the appliance, making it essential to have a *non-settling* insulation.



Show the Fiberglas Insulation again. Explain how glass fibers—many times thinner than a human hair—trap millions of dead air spaces . . . more than ordinary insulating materials. That's why *less* Fiberglas is needed on the job . . . why an appliance can be smaller on the outside, bigger on the inside, when it's Fiberglas-insulated!



Write now for free reprints of Fiberglas' colorful two-page LIFE ad on Adequate Wiring—part of our continuing national campaign to promote satisfied customers for you . . . boost your sales!

COLD WATER!



... another reason it's easier to move 'em up to a

MAYTAG

All-Fabric AUTOMATIC



The importance of Maytag's COLD water wash and rinse feature increases every day. The plain fact is . . . the use of an automatic washer *without* this feature is distinctly limited. For modern fabrics are growing tremendously in popularity . . . and now they can be washed automatically, with complete safety, in cold water! Man-made fibers are heat-sensitive!

So just push that Maytag COLD water button and watch the modern Miss or Mrs. come around! It ends washbowl washing of heat-

sensitive fabrics, of delicate things. Of course, there's hot and warm water, too.

Only Maytag lets you fit your sales story to every prospect's needs. With two-speed agitation and spin, Automatic Water Level Control, Suds Saver, Double-Spin Tubs and other features, you're never without the right answer. For full information, write, wire or phone your Maytag Regional Manager or Distributor. The Maytag Company, Newton, Iowa.

NO OTHER AUTOMATIC GIVES YOU A SALES STORY AS POWERFUL AS THIS!

- Two-Speed Motor
- Suds Saver
- Double-Spin Tubs
- Safety Lid
- Cold Water Wash and Rinse
- Automatic Water Level Control
- Interchangeable Back Panel Lights
- Automatic Unbalance Switch

• And Many Others

► Sell the one COMPLETE Automatic

MAYTAG

this fall . . . for
more traffic appliance action
 choose the fastest-growing line!



Flavo-matic
 AUTOMATIC
 COFFEE MAKERS

Every cup is as full-flavored as the last with this famous pair of beautifully matched Flavo-matics. In polished aluminum: 2-5 cup size \$10.95*; 6-8 cup size \$12.50*. (Also in gleaming chrome or copper color aluminum)



Automatic Skillet

Extras make the difference — because there's more for you to offer with the West Bend Automatic Skillet. Thousands of homemakers are enjoying the new experience of effortless automatic cooking with perfect results — with West Bend's "balanced" control of heat. They're enthusiastic, too, about the exclusive vented cover and pouring lip around all four sides. Big 11" x 11" size; 3 3/4 qt. capacity. (with polished aluminum cover, \$22.95*; with copper color cover, \$23.45*).



ELECTRIC CORN POPPER
 Popular appliance with the reflector-type unit which gives up to 20% more volume of popped corn. Polished aluminum, \$7.50*



ELECTRIC BEAN POT
 A uniquely-designed unit with colonial stoneware pot and chrome base. Simmer cooks many foods. \$7.95*



New!
**50 CUP
 AUTOMATIC
 PERCOLATOR**

A 50-cup portable coffee maker — and just as trim, beautiful and easy-to-operate as an 8-cup automatic "perk". Uses any 110V AC outlet. Heavy-duty plastic base. Ready for a big new home-use market! \$39.95*



**PORTABLE
 ELECTRIC
 MIXER**
 Here's that mixer in the sunny citron yellow color. Three speeds. Mixes, whips, beats, blends. \$19.95*



**SPEEDMASTER
 ELECTRIC TEA KETTLE**
 Plugs into any home outlet to make hot water in a hurry. Doubles as steamer-vaporizer. 2 1/2 quarts. \$10.95*

*INCLUDES CORD AND EXCISE TAX

WEST BEND ALUMINUM CO., Dept. 188, West Bend, Wisconsin

ECONOMIC CURRENTS (continued)

showed an increase. Installment credit in April was the highest on record in our entire history.

On the less bright side is the outlook for new housing. It looks like a minus sign for those appliance dealers who share in this market. For the first half of this year housing starts hovered between an annual rate (seasonally adjusted) of 1.1 million and 1.19 million. This was a drop off of about 12 percent from the first half of last year. Estimates for the year indicate that between 1,150,000 and 1,175,000 new homes will be built this year. This would mean about 250,000 fewer homes than were built in the record year 1950 when close to 1,250,000 new homes were built.

This decline in housing has been a source of concern in many areas. Many have urged the easing of mortgage credit to stimulate building. But at this point it appears to be a toss up whether strong enough action will be taken to boost home-building much by the end of the year.

Fewer But More Costly Homes

The statistics on construction bear close watching—but should be used with caution. The figures on the total amount of money spent for new residential construction indicate a far smaller drop than the number of new homes being constructed. This apparent discrepancy can be accounted for by two factors—bigger and, therefore, more costly, homes are being built and construction costs have been going up. Some of the added expense is going into built-in appliance units.

Yet in spite of these factors on the down side, the overall economy has been moving along pretty much on an even level. The total output of the economy as measured by the index of industrial production (1947-49 = 100) was 142 in May, seasonally adjusted. This was only two points below the peak of December last year. The index for the first half of this year has not varied more than two points.

The outlook for the remainder of the year points to a continuation of about the same rate. There will probably be a small dip in the third quarter, but a recovery in the fourth. Thus the index for the year ought to average about 142.

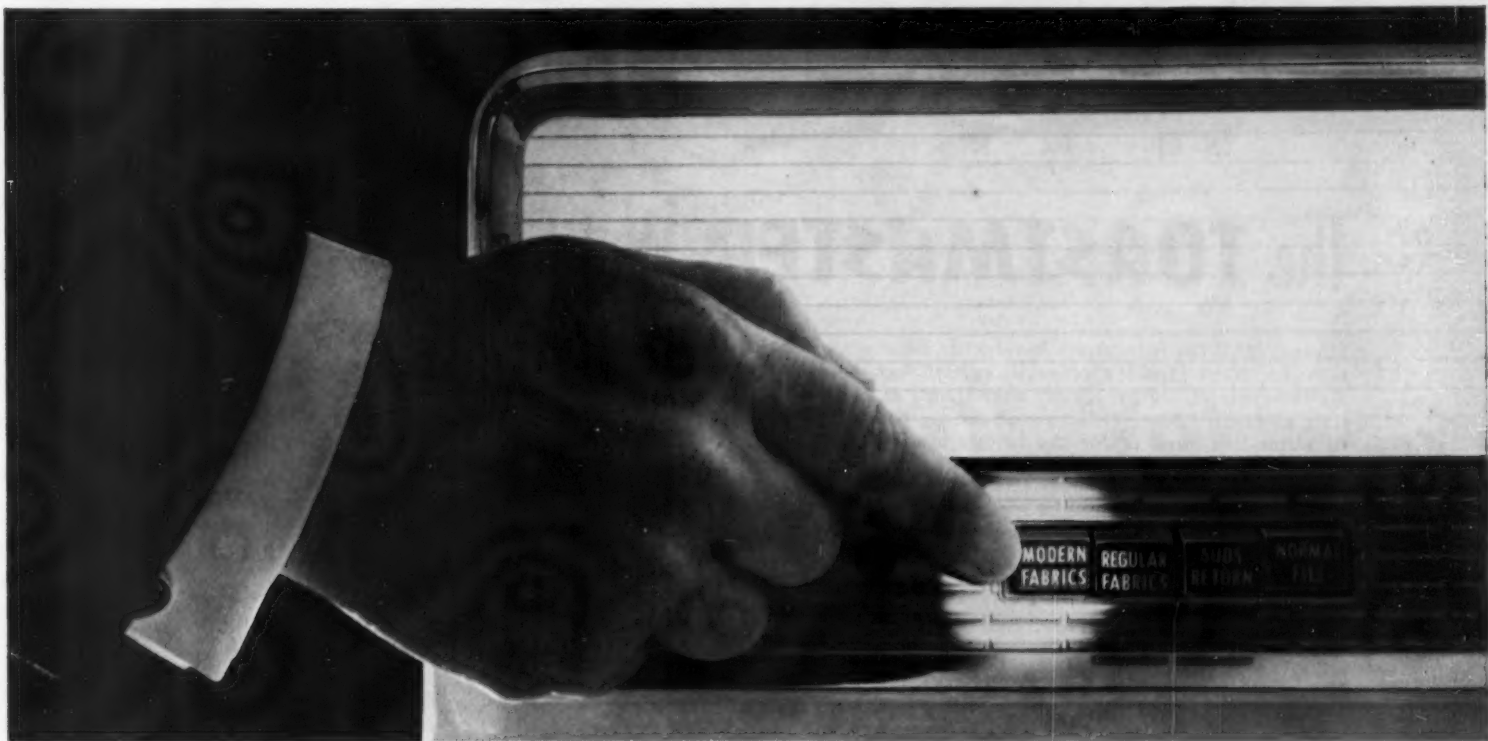
The readjustments which have been taking place, particularly in autos and housing, have removed most of the froth from the boom. But the outlook for the rest of the year is for continuing high levels of activity.

End



"THAT'S FINE . . . RIGHT THERE."

2-SPEED MOTOR!



... another reason it's easier to move 'em up to a

MAYTAG *All-Fabric* **AUTOMATIC**



The two-speed motor is further proof that no matter what feature a prospect asks for—visible, demonstrable, functional, or hidden—the new MAYTAG All-Fabric Automatic has it!

Just push Maytag's "MODERN FABRICS" button, and agitation and spin speed slow by $\frac{1}{2}$ to wash delicate fabrics gently. For regular fabrics, just push the "REGULAR FABRICS" button. Normal speed results.

It's the one automatic with all of today's features, including cold water wash and rinse, Automatic Water Level Control, Suds Saver, Double-Spin Tubs, and others! Lets you fit your sales story precisely to the prospect's needs! For full information, write, wire or phone your Maytag Regional Manager or Distributor.

The Maytag Company, Newton, Iowa.

NO OTHER AUTOMATIC GIVES YOU A SALES STORY AS POWERFUL AS THIS!

- Two-Speed Motor
- Cold Water Wash and Rinse
- Suds Saver
- Automatic Water Level Control
- Double-Spin Tubs
- Interchangeable Back Panel Lights
- Safety Lid
- Automatic Unbalance Switch

• And Many Others

► Sell the one **COMPLETE** Automatic

MAYTAG



The TOASTMASTER Water Heater Story

Now that all the forecasters have made their predictions for 1956 (and it's generally agreed that there's another year of big prosperity ahead), it's as good a time as any for some reflection about the past. A lot of water has gone under the bridge since the first ancestor of today's family of Toastmaster Water Heaters was built by mechanic-engineer-designer-electrician Clark Osterheld in a garage at Stoughton, Wisconsin, in 1918. It may not have been the granddaddy of *all* modern domestic water heaters, but it was darned close to it . . . especially when you remember *how many* of today's water heaters utilize wrap-around heat application. But old grand-daddy had it *first*.



After old garage-born grand-daddy came a whole procession of water heater youngsters; they were called Clark Electric Water Heaters. In general, everybody (including other water heater builders) admitted that the Clark was a pretty doggone good electric water heater. Maybe it's significant that utility companies took the whole factory output. Those old-fashioned models covered a lot of styles; some of them had long legs and short tanks, then long tanks and short legs—fat ones, skinny ones, middle-sized ones, big ones. At one time (not too long ago), there was a little five-gallon model. There were water heaters that hung suspended from the basement ceiling . . . one of these, by the way, was in daily operation for nearly thirty years. Last we heard, it was *still* in operating condition.



Seems to be true, generally, that when engineers get hold of something good, they play around with it until they've got something better. During the years, somebody found a way to dunk tanks into molten zinc to make better and more effective galvanizing. Our own engineers worked out a system for using magnesium as a protective agent *inside* the tank, and then a way to *control* the electro-motive currents. Now, of course, there's a line of 10-year warranted Toastmaster Water Heaters available with glass lining *and* magnesium protection.

By 1947, when Clark Water Heaters were re-named "Toastmaster," we were getting ready for still more changes. There have been, for instance, a lot of improvements in the Life-Belt Element (that's our trademark for the external, wide-area heating element). All Toastmaster Electric Water Heaters are equipped with a *new* Life-Belt Element that's more versatile, more flexible. And so dependable that it still carries a ten-year warranty that made the original Life-Belt[®] famous.



Today there are 28 *different* domestic Toastmaster Automatic Electric Water Heater models, with a range of capacities between 30 and 120 gallons. We don't believe there's a broader range of sizes *anywhere*. And we can offer you a fine line of Toastmaster Universal Gas Water Heaters, too. Here again, they're available both with and without glass lining and in 20 different models. Every model, of course, is equipped with universal controls, burners and pilot . . . with interchangeable orifices available, making it possible to convert to any gas in about 30 seconds. That's a big saving to your customers who have to change from one kind of gas to another . . . and think of the *reduced inventory* that this conversion feature makes possible!

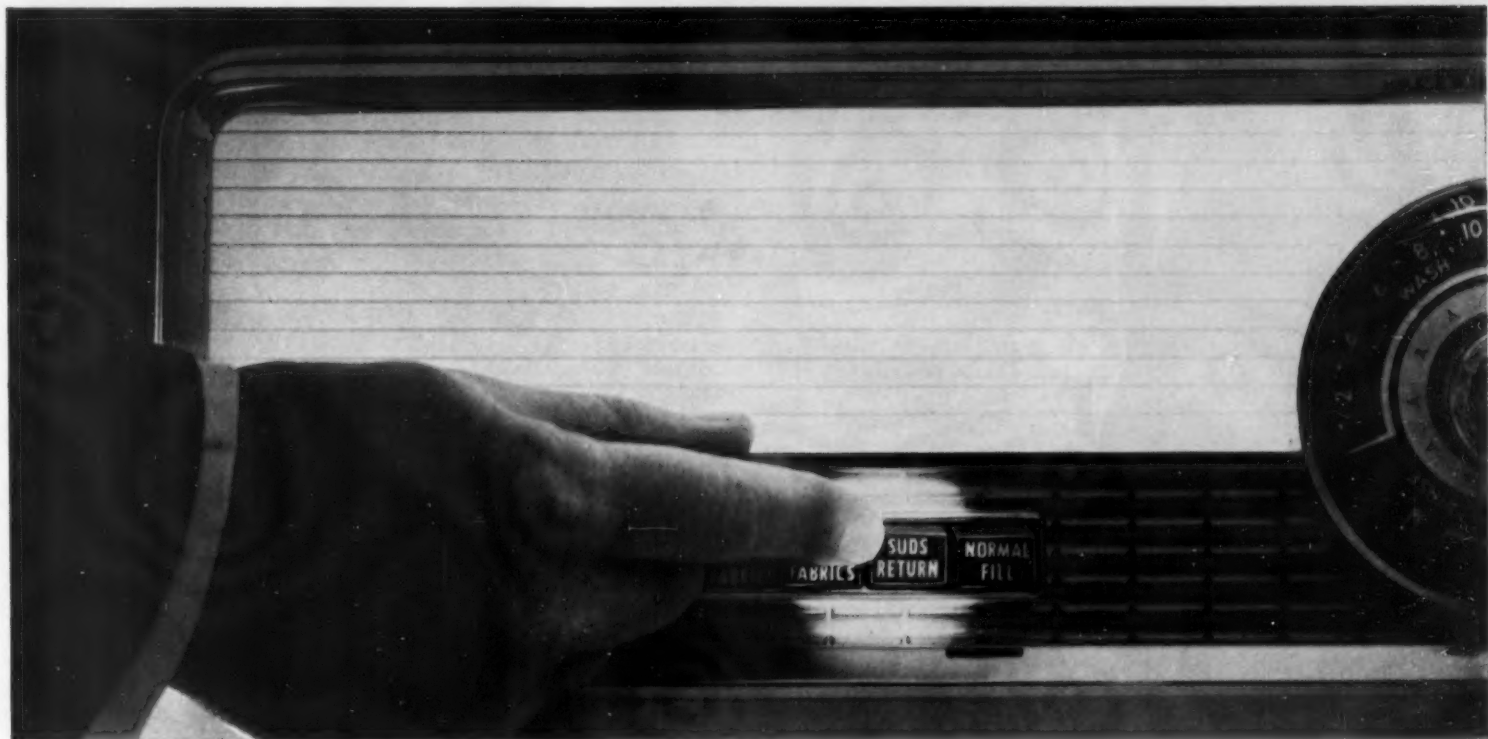
If you want details, we'll send you all the information you need—just write or call us for it. We think you'd find it profitable to handle Toastmaster[®] Water Heaters. A lot of dealers and distributors have. Where shall we send details?

TOASTMASTER Automatic Water Heaters

McGRAW ELECTRIC CO. • Clark Division • 5201 W. 65th ST., CHICAGO 38, ILL.

"Toastmaster" and "Life-Belt" are trademarks of McGraw Electric Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic-Aire" products. Copyright, 1956, McGraw Electric Co., Chicago.

SUDS SAVER!



... another reason it's easier to move 'em up to a

MAYTAG

All-Fabric AUTOMATIC



The **Suds Saver** in the All-Fabric Automatic by MAYTAG rounds out the greatest array of features ever offered. Performance and economy features combine to make it the most versatile automatic of them all!

Sudsy water is retained while the rinse and spin cycle is completed. By simply pushing Maytag's "SUDS RETURN" button it's returned for re-use. Saves suds and hot water. Makes them do extra work without waste. A feature that makes sense to the thrifty prospect and

sales to the alert MAYTAG dealer.

You can save valuable time by steering your prospect directly to the MAYTAG All-Fabric Automatic. For with two-speed agitation and spin, cold water wash and rinse (hot and warm water, too, of course), Automatic Water Level Control, Double-Spin Tubs and others, it's the one automatic with all of today's features! For full information, write, wire or phone your Maytag Regional Manager or Distributor.

The Maytag Company, Newton, Iowa.

NO OTHER AUTOMATIC GIVES YOU A SALES STORY AS POWERFUL AS THIS!

- Two-Speed Motor
- Suds Saver
- Double-Spin Tubs
- Safety Lid
- Cold Water Wash and Rinse
- Automatic Water Level Control
- Interchangeable Back Panel Lights
- Automatic Unbalance Switch
- And Many Others

▶ Sell the one **COMPLETE** Automatic

MAYTAG



Your customers can see the difference in KitchenAid...just show it in action!

There is a big difference in *KitchenAid* and your customers can see it when Hobart Planetary Action is in operation. The quality appearance of *KitchenAid*'s beautiful exterior added to a visual story of perfectly, thoroughly mixed ingredients is the best sales tool you have at your disposal. It's yours for the flip of a switch.

Demonstrate the handy up-front mixing guide and the full line of attachments that perform so many tedious kitchen tasks so easily—so quickly. And show your customers the complete range of beautiful *KitchenAid*

decorator colors that match or blend with any kitchen color scheme.

And it won't take the traffic long to cause a jam at your *KitchenAid* Coffee Mill display when you flip the switch and grind some whole bean coffee right before the customers' very eyes. Let them smell the wonderful aroma of freshly ground coffee. The secret to *always* good coffee is to keep it *always* fresh. The only way to do that is to store it in the whole bean where the aromatic flavor oils cannot evaporate. That's the *KitchenAid* way! Coffee is ground fresh on the spot, and

only as much as is needed. That means coffee always at full strength, which also means more good cups per pound! *KitchenAid* Coffee Mills come in a wide range of beautiful colors.

You can literally "flip the switch" to greater sales by demonstrating *KitchenAid* products by Hobart, a respected name in quality appliances.

For information, write to Dept. KEM, *KitchenAid* Electric Housewares Division, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.

KitchenAid®

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

a traffic stopper at the **MARKETS**...a traffic **BUILDER** on your floor!



the **SENSATIONAL NEW**
Hotpoint
ELECTRONIC
COOKING CENTER!



**the greatest cooking advancement
since the electric range!**

Hotpoint—the pioneer of electric ranges—now brings you the futuristic magic of *Electronic Cooking*. The same amazing Hotpoint Electronic Cooking Center that excited so much editorial comment with its traffic-stopping performance at the January and June Markets, is now *yours* to display... to demonstrate... to build store traffic... to sell!

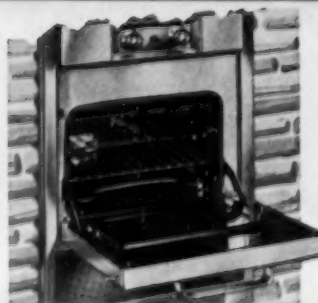
There's terrific pulling-power in this dream-come-true electronic marvel. If Hotpoint's Electronic Cooking Center drew so much attention at the *trade shows*, imagine what it will do on your sales floor! What homemaker can resist the tremendous appeal of a beautiful new unit that cooks in *minutes*, instead of hours—*seconds* instead of minutes. And does the man live who would pass up a chance for a closer look at an oven that cooks by micro-waves—*without heat*? And it can be sold as a free-standing unit or installed as a built-in.

Today—*right now*—see your Hotpoint Distributor for the complete traffic-building, sales-rocketing story on the exciting new Hotpoint Electronic Cooking Center. Put it on your floor, or in your window... buy some little cocktail sausages for 30-second cooking demonstrations or cook four hamburgers to a golden brown in four minutes... then call for a traffic cop—you'll need one!



1. ELECTRONIC COMPARTMENT

- Cooks heavy-mass foods in 1/5 the usual time!
- Light-mass and frozen dinners cook in a few minutes!
- Cooks *without heat*—only the food gets hot!
- Frozen foods cook right in their own cartons!
- One simple setting cooks food from start to finish!



2. All-Celred® COMPANION OVEN

- Celred Golden Broiler broils 12 steaks in 10 minutes!
- Quickly browns meats cooked less than 12 minutes in the Electronic Compartment!
- A complete, automatic oven!



Look to Hotpoint for the finest...first!

HOTPOINT CO. (A Division of General Electric Company) 5600 Taylor Street, Chicago 46, Illinois

get your share of "DOLLARS

with the new

UNIVERSAL

**NO BUMPY
THERMOSTATS**

Single or double bed
size, single or dual
controls. All double
bed size blankets can
be used with either
single or dual control
interchangeably.

Priced from **\$24⁹⁵**

© 1956 LP&C

*It's a
dream world...*

under the new
UNIVERSAL Automatic Blanket

with two controls and automatic features
(completely automatic control)

FROM DREAMLAND"

Automatic Blankets

*featuring 2 great exclusives that
will help you sell!*



New Electronic Control

The most advanced control on any blanket. More sensitive to temperatures, and unlike any other, it automatically resets itself when current stoppage is remedied. Operates without old-fashioned thermostats. New super-thin wiring lets blankets drape better.



Miracle Blanket Fabric

Developed especially for Universal, this amazing new blanket material is washable, and mothproof. High, luxurious nap and wide nylon binding for extra beauty. In four decorator colors to match any bedroom color scheme.

THE ONLY COMPLETELY AUTOMATIC BLANKET!

PRE-SOLD... to bring 'em right into your store!

IN NATIONAL MAGAZINES and in 33 KEY MARKET NEWSPAPERS



Richmond
Sacramento
San Francisco
Denver
Washington
Miami
Atlanta
Chicago
Indianapolis
Baltimore
Boston

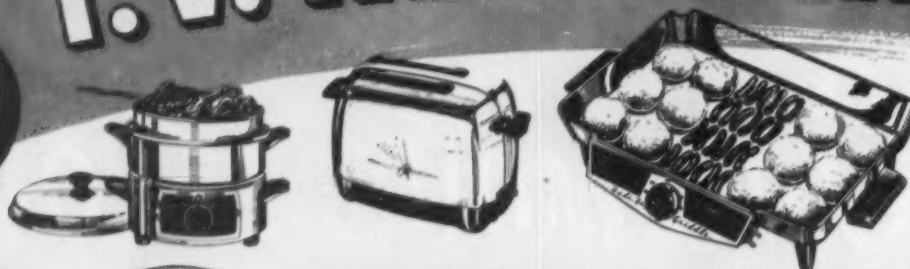
Detroit
Minneapolis
Kansas City
St. Louis
Omaha
Albany
Buffalo
New York
Syracuse
Cleveland
Oklahoma City

Portland
Philadelphia
Pittsburgh
Providence
Memphis
Los Angeles
Dallas
Houston
Salt Lake City
Norfolk
Milwaukee

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.


KNAPP  MONARCH PRODUCTS to be spectacularly featured

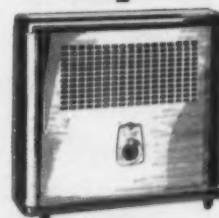
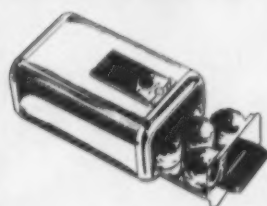
on **ALL 3 T.V. NETWORKS**



KNAPP  MONARCH

goes all out to put all 3 to work for you!

Look who'll be showing
KNAPP  MONARCH products



ACROSS THE NETWORKS...ACROSS THE NATION


 <p>Garroway's today </p>	 <p>★ ★ ★ Film Festival Allyn Edwards, M. C. ★ ABC</p>	 <p>Pillsbury's ARTHUR Godfrey  demonstrating the KM-REDI-BAKER</p>
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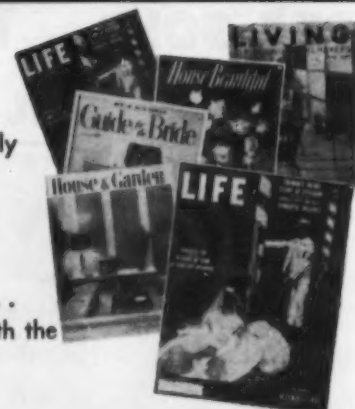
**Starts
OCTOBER...**

sells hard right through the
big-volume time of year.
More reason than ever to
sell

KNAPP  MONARCH
ST. LOUIS 16, MISSOURI

ALL 3 PLUS Ad after Ad in all these nationally
important magazines in the height of the
Christmas selling season.

PLUS Extensive promotional material for store
display, customer mailings, newspaper advertising...
all giving Knapp  Monarch dealers direct tie-in with the
big TV programs and national magazine schedules.



KNAPP  MONARCH

"*more-much more* - from **NORGE**

Only 1956 NORGE Dryer has new Hamper-Port!



On modern
washers and dryers

DULUX® Enamel finishes first in sales appeal...resistance to marring



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

**America's leading
home-appliance finish**

Over 53,000,000 major home-appliance units now
in service are finished with Du Pont DULUX Enamel.

AN APPLIANCE FINISH, specially formulated to resist harmful effects of soaps, detergents and heat, naturally gives modern washers and dryers added sales appeal. And that's only *one* of the sales-winning properties of durable Du Pont DULUX Enamel.

Constant research by Du Pont chemists has resulted in finishes that ruggedly resist chipping, cracking, scratching and staining. Application costs are lower with DULUX without sacrifice of quality appearance or performance.

DULUX keeps its first-day new look even after years of use in the home. Its longer-lasting whiteness, resistance to wear and easy cleanability help insure the continued customer satisfaction that's so important to the success of any appliance line. No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.



GET ABOARD...

Motorola's Back-to-School Special!

DEPARTS: in the September 14 Collier's and September Esquire . . . with the big Motorola spread you see below . . . in 4 colors!

ARRIVES: addressed to millions of school-bound youngsters, who buy 50% of all portable radios, phonographs and related items.

SPECIAL ACCOMMODATIONS: Jumbo store tie-in posters, displays, newspaper ads . . . tie in, and you'll really travel with this one!

"No, I mean it. What would be wrong with Paris and so on? What if we found half-a-dozen things like that? We got coverage, sweetie. You know that." "Firsthand, I mean." Alan smiled. "One question: would all this have come up if it didn't?"

of importance that perhaps the three

1. All-transistor pocket portable—world's most smallest! Plays up to 100 hours on a 9-volt battery. Metal case, maroon fabric covered. Earphone plug. Antique White. Model 561, \$49.95

2. Table radio with pushbutton on-off switch that glows in dark! Mint Green, Ebony, Antique White or Blue. Phone jack. Model 57H, \$24.95, Ebony (Others from \$15.95)

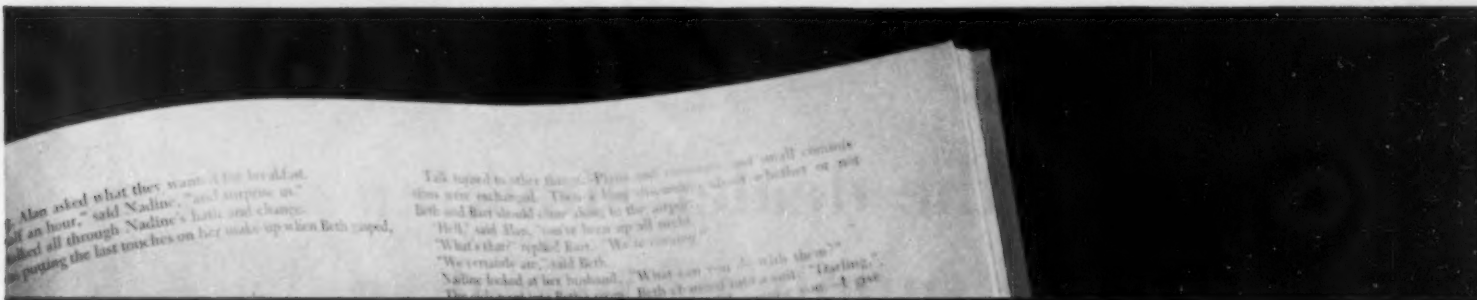
3. Portable with handle that's a powerful rotating antenna! Miraculous fabric covered metal case. Piano Red, Charcoal, Pink or Cerulean Blue. Model 56L, \$34.95 (Others from \$29.95)

4. Clock radio sings you with music next morning. Mint Green, Ebony, Antique White. Model 57C, \$29.95, (Others \$24.95)

JUST THE TICKET
for a wonderful year at school—NEW MOTOROLA

ESQUIRE

710



GET ON THE RIGHT TRACK— WITH MOTOROLA SELF-SELLING FEATURES



Clock and table radios with Volumatic® circuit—you can dial from one station to another without having to fiddle with the volume control. Volume self-adjusts for varying signal strengths—the most demonstrable feature on home radios!



Table radio with pushbutton on-off switch that glows in the dark — lets you make a powerful sales point with a push of the finger. Really makes sense for lazy listening. And this is just one of 6 new Motorola table radios in 12 different cabinet colors!



Clock radios with exclusive lever timer — easiest-operating timer made. You set it with a flick of the finger. Let customers try it and they'll sell themselves. Motorola has 5 new clock radios (2 with lever timer) with long, low styling and 8 cabinet colors!

OTHER CELEBRITIES ABOARD:

- New 7-transistor portable radio—world's most sensitive transistor portable—joins America's fastest-selling portable radio line.
- Nation's hottest phono and hi-fi line (sales up 216%)!
- Three new portable TV models. Black-and-white TV that *really* tunes itself. And, all-new Color TV.

Don't get left at the depot. See your Motorola Distributor!

to sleep, extend...
starts appliances...
as White, Pink, Model...
on \$24.95!

6. Portable radio-phonos play at 4 speeds, too a fine AM radio built in. White and Copper or Blue, Tweed and Navy. Model 57B, \$79.95 (Others low as \$32.95)

Wasn't it Shakespeare who said "All work and no play maketh a dull student"? We're not sure who said it—but here are six colorful ways to avoid it!

Just the ticket for you, because they're made by the people who've been sending the smartest sets in their class off to school ever since 1928.

AA **MOTOROLA**
World's Largest Exclusive Electronics Manufacturer

Prices and specifications subject to change without notice. Motor South and West. Motorola sets on portable option. For phone for private listening on Model 507 of right extra cost.

111

MOTOROLA
RADIO, PHONOS and TV
ESQUIRE

MOTOROLA

World's Largest Exclusive Electronics Manufacturer

**“...helps the dealer stock an
adequate supply of merchandise”**

say **LUKE W. BROWN, JR.** (left), Vice President and
CHARLES S. MARTIN, President, Charles S. Martin
Distributing Co., Atlanta, Ga. Admiral and Easy distributor

“COMMERCIAL CREDIT PLAN has been of material assistance
to our dealers and us. It helps the dealer stock an adequate
supply of merchandise and enables him to maintain fluid
operating capital. In addition, COMMERCIAL CREDIT offers
a well-organized, attractive retail plan for dealers. The
result is a fast movement of merchandise for manu-
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COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the
Commercial Credit Company, Baltimore . . . Capital
and Surplus over \$190,000,000 . . . offices in principal
cities of the United States and Canada.

● In late 1953 he opened the doors of his own independent distributorship in New York City.

● In 1954 he did a volume of about \$14-million. This year it should top \$20-million.

● He started with 214 dealers. Now he has 790.

● Two years ago key accounts gave him 80 percent of his volume. Today small dealers return 72 percent of his volume.

● He built and occupied an "automated" \$1.5-million distributing plant that saves him \$155,000 a year.

HOW GERRY KAYE DOES IT

By JOHN A. RICHARDS

BACK in September, 1953, Gerald O. Kaye and Associates was appointed metropolitan New York distributor for Crosley and Bendix home appliances. Gerry Kaye, former VP, general sales manager and partner in Bruno-New York, and for 20 years involved with advertising and merchandising at the distributor level, became the firm's president. Immediately the move posed this question: Could an independent supplier coming late into a tough market square off against established distributors, most of them factory branches, and still survive?

Thirty-five months and 16 promotions later, the Kaye organization's sales volume, dealer structure, and new streamlined operating facilities have answered the question. This independent not only survived but is making rapid forward strides.

Sales volume that totaled \$14 million by the end of 1954, for instance, is clipping along at a \$20-million-a-year rate, one-fifth of that volume contributed by a New Jersey operation opened in early 1956.

After inheriting a scrawny dealer structure of 34 TV and 180 white goods retailers, the firm has expanded this to 460 dealers representing 600 outlets in New York alone, plus an additional 330 dealers in northern Jersey. Besides, two years ago key accounts represented 80 percent of total business, while today that proportion has been completely reversed. Now the emphasis is on building up the business of small and medium-sized dealers, which today represent the lion's share, or 72 percent, of all Kaye's business.

On top of this bright picture of sales vol-

ume and dealer strength, the Kaye organization has made the transition from a sprawling, inefficient Manhattan operation to a new streamlined \$14-million plant on a 6-acre plot in Maspeth, Queens. Only 11 months old, the new plant is the nearest thing to automation in a distribution center and is saving Kaye at the rate of \$155,000 a year on comparable volume done at the previous cramped and cluttered location.

All of these gains, say Kaye and his associates, were made possible largely by the development and application of his theory of "weighted averages" to the control of merchandise movement and profit return.

Like many forward-thinking retailers today, Kaye figures his profit in dollars, not in percent. He knows exactly how much profit in dollars he will make on each refrigerator, each washer, each television set. He knows his monthly break-even point—the total number of dollars he must take in to keep his doors open and pay his people. He also knows that to meet this break-even point an average month's unit sales must consist of approximately 40 percent laundry (washers, dryers, Duomatics and ironers), 35 percent appliances (refrigerators, freezers, ranges, kitchen cabinets, dishwashers and sinks), and 25 percent electronic items (radio, TV, air conditioners).

As a result, in any given month Kaye attempts to move a product mix that will, no matter what gross sales amount to, return him an adequate gross profit in dollars.

Exclusive of any special promotional offensives which the market may dictate, the Kaye organization depends on a selling push

MORE ▶



HIGH-POWERED promotions create the volume so necessary to make Kaye's "weighted averages" theory yield a substantial dollars return. Here Gerry Kaye addresses his stag on the eve of a recent six-week consolidation sale.



RAPID MOVEMENT of stock is the key to economical operation and to fast servicing of dealers. Tomorrow's loads are being stacked, above, in the vast assembly area. Warehousemen work past midnight to load Kaye's trucks.

HOW GERRY KAYE DOES IT (continued)

about six times a year to maintain merchandising momentum. Behind each of these is a sales projection controlled by the weighted averages theory and founded on a distillation of the previous year's performance, measurement of market pressures and reports from dealers and field salesmen.

To make one of his promotions successful, Kaye might project the following sales:

Units	Unit Return	Gross Profit
2,000 refrigerators	\$14	\$28,000
2,000 TV sets	6	12,000
4,000	\$20	\$40,000

By dividing the number of units into gross profit, Kaye knows that he will get an average of \$10 profit per unit.

If the estimate is a cautious one and one refrigerator shows unusual strength, this is the way the estimate may actually revise itself on the positive side in actual selling:

Units	Unit Return	Gross Profit
3,000 refrigerators	\$14	\$42,000
2,000 TV sets	6	12,000
5,000	\$20	\$54,000

The average profit per piece at \$10.80 has climbed above the estimated average and

reflects an unexpected gross dollar return.

By the same token the faulty estimate can be on the damaging side. Taking this same basic projection, supposing the final sales figures showed the \$6 product to be the hot one. This would make the final table look like this:

Units	Unit Return	Gross Profit
1,500 refrigerators	\$14	\$21,000
3,000 TV sets	6	18,000
4,500	\$20	\$39,000

Even though 500 more units were moved than was projected, the gross profit on sales here has fallen \$1,000 below the projection, and the average per piece yield comes to only \$8.66, or \$1.34 below the projection.

Sliding Scale Profits

Extend this sample to the whole range of products and models and the total effect of the "weighted averages" approach comes into focus.

One product may yield an average \$10 per piece, another \$4, still another \$15. The end result must average out to a set per-piece total. This total in Kaye's case is geared to an estimated break-even point of a \$1,100,000 monthly gross sales volume.

There is flexibility in the theory, but it is also tricky. Nothing can be left to chance, since everything turns on a dollar, and daily and weekly sales analyses are vitally important.

Above all, the various plant divisions interlock and give the "weighted averages" theory dimension. Service losses are sustained—and in part compensated for by a profitable parts department—to give long-range support to products. The plant logistics are refined so as to provide maximum savings for Kaye and indirectly his dealers. Advertising is split along "national" and "local" copy lines to drive business to all dealers, not just a few. And topping all of these is product sales, the merchandising powerhouse that must account for 90 percent of the Kaye organization's return.



THIS CALCULATOR, a tabulator, gang punch and five punch machines electronically process 1,200 operations daily on 18 active products. Daily and weekly analyses provide market intelligence.



FIVE FORK lifts like this one, plus a warehouse crew of eight, shuttle products to and fro, unloading, filling orders, making the 25,000-unit storage area work at peak efficiency.



ELEVEN TRUCKS gas up each morning and start on individual daily runs. Loads are routed to all territories without fail, allowing dealers to place order by 3 pm for delivery next day.

In Kaye's Merchandising . . . The Dealer Is the Boss



NO REBATE this time for Irving Weil, right, owner of Weil & Co., Inc., whom district manager Irving Needle persuades to apply it against

12 TV sets and an 8-piece radio package. Laundry and refrigeration salesmen also got a 50-piece commitment between them.

COMMITTED to a gross dealer profit formula, Kaye has had to work for volume, depending on a loyal dealer organization that will stick by him over the long haul to give it to him.

From the first the Kaye organization adopted the slogan "Your Success Means Our Success," then fashioned a merchandising package which virtually makes the average dealer the in absentia boss of the operation.

Throughout Kaye's price sheet, for example, the differential in price between one-to-five and carload-lot buyers averages only from \$2 to \$4. Carload lot purchasers can hope to gain an additional allowance amounting to freight charges, but only when the car bypasses Kaye's warehouse. However, this is offered all quantity buyers. No special advertising allowance is offered on a special-deal basis, Kaye claims.

This policy eliminates price advantages, gives every dealer, particularly smaller ones, an equal crack at a given market from a price standpoint.

Inventory security is another staple Kaye offers dealers, in the form of rebates on merchandise in stock when a price drop occurs. Under the policy an estimated \$150,000 has been rebated to dealers during the past two years.

This cuts down any dollars drain in individual dealer operations, makes retailers buy more freely from the Kaye organization. The physical check each salesman makes of dealer stocks gives Kaye's field men a running tabulation on every retailer's immediate merchandise needs.

Twenty-nine such field salesmen fall into one of three categories—laundry, refrigeration, or electronics. Three sales managers direct their activities, urge them to keep alive to each dealer's potential, to help each move more products, and to show each how to improve his way of doing business.

It is not unusual to find Kaye salesmen selling on a dealer's floor during a rush period, evenings or on Saturdays. Last Washington's Birthday a total of 38 men from Kaye's New York staff worked dealers' floors without compensation.

This liberal use of manpower has its purpose. Field salesmen working on a base salary of \$7,200 a year plus expenses have a chance, under Kaye's compensation system, of extra earnings by making sales quotas and selling in excess of quota. By helping dealers, building confidence in the Kaye organization, and watching for sound dealer sales aids, they can put additional dollars in their own paychecks.

Of the breakdown of selling into three product groups, Sam Brechner, vice president in charge of sales, says:

"This gives us three cracks at each dealer, shortens the field time a dealer gives up in the store, and offers each retailer personalized specialty selling. As required we can alter this approach."

Brechner hastens to add that it also lets him keep his finger on the pulse of product sales at retail. Combined with spot checks of his own, this information is collated and digested. Eventually it is converted into the market know-how the Kaye organization packs into promotions that pitch for more and more sales.

Actually, marketing information channels into the Kaye executive offices at a ticker-tape pace, allows for quick decisions, the rapid shifting of deadlines. If a market development dictates action on a Wednesday, Kaye and his staff can work round-the-clock and hammer out a counterattack by Friday, and have the new promotion on the street by Monday.

"That's the advantage of an independent distributor," Kaye says. "He can move on his own without waiting for a factory decision—a delay that may put you at a disadvantage in a fast-breaking market."

MORE▶

HOW GERRY KAYE DOES IT

(continued)

How a Kaye Dealer Promotion Is Born



WEDNESDAY, APRIL 18: Consolidation sale is in full swing, but competitive promotions have hit the market. The question: Should Kaye meet competition or sit it out? Above, Kaye and Milt Brown, left, listen as Sam Brechner, VP-sales, standing, thrashes out a point with treasurer Lee Booth. The decision: Add products to fill in on promotion and provide a selling counter-punch.

ON March 22 this year, the Kaye organization launched a promotion billed as the \$5 million Warehouse Consolidation Sale. Object: to move 26,000 pieces of a mixture of all products including radios, fans and phonographs, by April 30.

For the first two weeks the firm sold 100 percent of quota, followed this by 70 percent for the second two weeks.

On the weekend of April 14 and 15, Kaye sent Sam Brechner and his sales managers, along with their wives, for a working holiday in the Catskills. Object: to rough in the details for the next promotion, for May 30, due to break in the market on May 23.

Meanwhile, competition that had held

off major activity until after Easter began to move.

Back from the country, the sales staff was alerted to a possible step-up of the next scheduled promotion. On Wednesday, the 18th, Kaye executives kicked around the new idea. Competition had moved in the market. Would Kaye meet it? Or would the firm hold off and go later?

The decision was to break and break fast, adding 22,000 pieces for a six-week promotion to the sale already in progress. This wrapped up the promotion into an 11-week one, for a total goal of 48,000 pieces.

On Friday night, April 20, executives and sales managers met with all district managers.

Each product manager briefed his salesmen on the new products added to the selling push, issued rebate instructions and new price sheets for what was termed "Explosion #2".

By Saturday, district men were pounding the pavement, starting a rebate check on some accounts and selling them new merchandise offerings at the same time.

With the big consolidation sale promotion still going full blast, it had taken Kaye and his organization less than a week to develop a counterpunch to competitive moves in the market. As it turned out, despite slackening of sales due primarily to bad weather, this add-on promotion hit 80 percent of quota.



FRIDAY, APRIL 20: "I want every field man to physically see the merchandise in dealers' inventories," says Dan Nagler, appliance sales manager, "and report back by serial number and invoice for purposes of rebate. We want to be fair to dealers, but we must also be fair to ourselves."

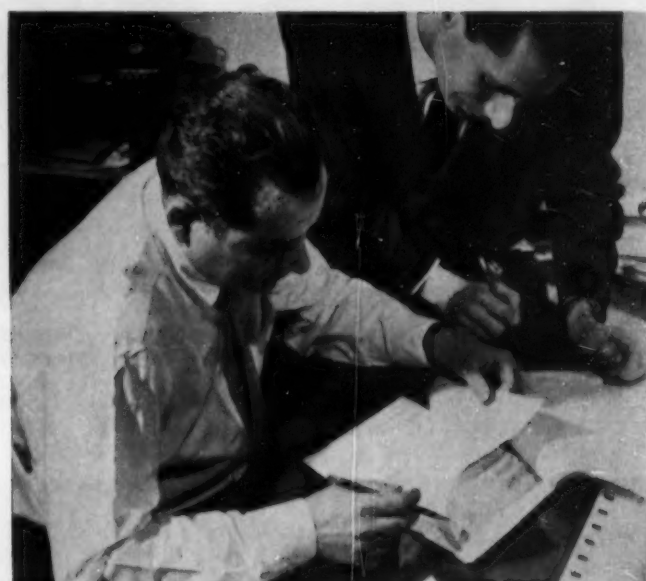


SATURDAY, APRIL 21: Back at Royal Home Appliances, Freeport, for a sales-floor stint, district manager Stan Myers checked inventory and made a list for rebate. Co-owner Alonzi held off buying radios, ordered fill-in models in TV and white goods.

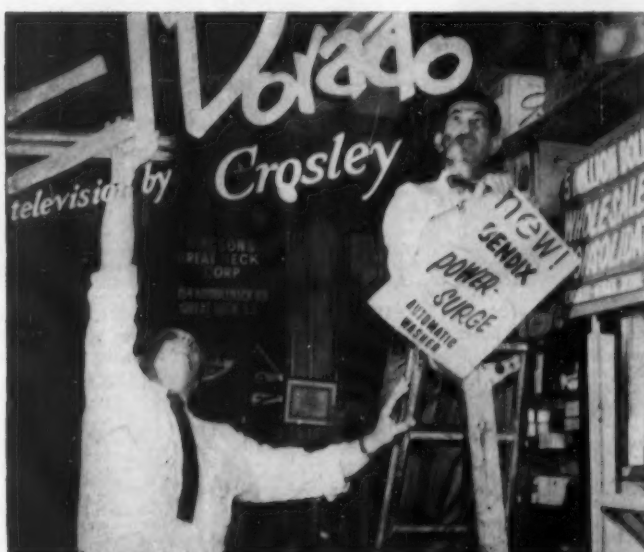
How Kaye Spends His Promotion Money



NATIONAL COPY ads take better than 50 percent bite of \$1 million ad budget, drive business to all dealers by hitting directly at consumers. Co-op ads claim up to 50 percent of ad expenditures.



LAST YEAR 160 dealers advertised on a regular basis with co-op funds, Milt Brown, left, and ad manager Marvin Haas check sales analysis sheet to fix co-op money dealer is entitled to.



SALES PROMOTION manager, Al Balaban, left, helps dress up the financial district store of Macsons. In this promotion Kaye spent \$4500 on 45 extra display men, another \$5,000 on display materials.



INSTITUTIONAL budget is less than four percent of "national" budget. But Kaye exhibits at such affairs as the recent "Coolerama" air conditioner show at Hempstead's armory, sponsored by L. I. Lighting Co.

TO offset a late start as a distributor, Kaye has had to bear down heavily on advertising, at a rate of about five percent of total billings, so the total \$1-million budget can drive business to dealers, or even over their heads to customers.

Fifty percent or more of the total ad budget goes to "national" copy, 75 percent of this to seven major metropolitan papers, 12½ percent to TV, 8½ percent to radio, and four percent to billboard and institutional exposure. This aids all dealers, and in the recent consolidation sale was in the form of 36 TV and 150 radio spots per week, plus

additional coverage twice a week on the "I Spy" series over WABD, Channel 5. Double-page spreads constituted the newspaper support.

"Local" cooperative ad help to dealers can total as much as 50 percent of the total budget, but cannot go higher. According to Milt Brown, vice president in charge of advertising, this prevents advertising dealers from gobbling up all co-op advertising monies.

Last year 160 dealers were advertising ones, and 50 of them asked for specific creative help from ad manager, Marvin Haas.

They use co-op money in the amount of from three to five percent of their current volume, spend 85 percent in local newspapers, eight percent for radio spots, and six percent for special direct-mail promotions.

Promotional expenditures do not stop at advertising. To prepare all dealers for the big consolidation sale push recently, Brown engaged 45 expert outside display men, paid out \$4,500 for them to work a solid week putting up tie-in display materials. An additional \$5,000 went into window banners, in-store pennants, sales stickers, and related display materials.

MORE▶

HOW GERRY KAYE DOES IT

(continued)

Service Is Kaye's Silent Sales Stabilizer



CUSTOMER SERVICE requests are handled promptly by operators in charge of Markem files, arranged by counties. About 90,000 records are kept here. Warranty records are in a separate file.



THREE PHONES are for dealer complaint calls exclusively. One supervisor is assigned to troubleshoot the most ticklish dealer problems and to iron them out immediately.



FORTY SERVICEMEN, half laundry, half refrigeration, gather at this counter daily to fill their parts needs. Five contractors throughout the area supplement their service work.



PERPETUAL PARTS inventory is kept current through a separate visible Kardex system by two employees. Profitable parts business cannot afford to suffer lost business through lack of parts.



NINETY PERCENT of the work done in the laundry and refrigeration service shops is warranty work. These servicemen can handle any test required on laundry units, refrigeration and TV.

WITHOUT competent service to back up sales, Kaye recognizes, products can fall flat in the market.

To guard against any such eventuality, his 20,000-square-foot service facility is geared to provide 24-hour service normally, 48-hour service at peak periods.

It's accomplished by 20 laundry specialists handling some 600 calls a week, another 20 refrigerator men making 500 specialty calls a week. Five contractors supplement this staff. In TV, five field men are supplemented by five outside contractors. Separate laundry, appliance, TV and radio, refinishing and re-spraying shops take care of repair jobs, 90 percent of it warranty work.

All dealer service problems are channeled to a battery of three special phones, where a service troubleshooter immediately concentrates on thorny field problems. Customer

calls go direct to a separate battery of phones, all handy to Markem files arranged by counties. Here the records of close to 90,000 customers are kept. In a matter of minutes, warranty and service histories on products sold any customer can be checked, and new service orders are quickly relayed to dispatchers, who are in constant touch with field servicemen.

Rather than cut down on vital customer service, Kaye operates his service facility at a loss. But his elaborate parts department, where an 18,000 parts inventory is kept current by a Kardex perpetual inventory system, balances out these losses.

Kaye himself has issued a standing order that the moment service shows a profit the money is to be ploughed back into the operation to extend the service courtesies now offered both customers and dealers.



DEALER SHOWINGS formerly cost \$90,000 annually in ballroom, hotel and related bills. Now held in Kaye's 48 by 76-foot showroom, they cost

\$35,000, a saving of \$55,000. Ceiling tracks and 62 spotlights make for better displays as area is adapted to varied needs.

How Kaye Cuts Operating Costs

IN total plant logistics, Kaye's operation is intended to pare costs all around.

Hotel and other bills incidental to product showings and dealer meetings formerly cost \$90,000 annually. Now his own cafeteria and showroom allow him to cut this to \$35,000, for a saving of \$55,000.

The 100,000-square-foot warehouse, blocked off in 25 segments, can feed merchandise in and out so efficiently that warehousing and handling costs account for 70-percent of the \$10,000 Kaye now saves in a year on comparable volume done at his previous location. That's because storage cost per unit remains constant, with any volume increase reducing this basic unit cost. Meanwhile, a 25 percent increase in volume would increase handling costs by only 10 percent.

Kaye even cuts cost corners in the opera-

tion of his 11-truck fleet by operating his own gas pumps, selling gas at wholesale to employees and visiting dealers, thereby improving his wholesale gas rate.

The same truck fleet delivers daily to all territories, dropping orders placed before 3 pm the previous day. Dealers who operate their own trucks experience no delays in loading. It takes from 10 to 30 minutes, depending on the size of a load, to get in and out of the big warehouse bays.

Such time-saving convenience means most during seasonal product selling, when prompt delivery means the difference to dealers between making or losing sales. But on a constant basis, the efficiency with which Kaye's new plant provides service to dealers helps retailers keep their own cost of doing business to a minimum. *End*



KAYE SAVES \$100,000 annually on comparable volume at old location. Warehousing and handling account for 70 percent of this saving. By blocking 100,000-square-foot warehouse into 25 segments, products flow smoothly.



CAFETERIA and commissary are run at a \$10,000 annual loss. But this is made up by cheaper dealer shows held on premises. Besides, employees can buy low-cost meals, reducing morning tardiness and boosting morale.



Vergal Bourland sells the freezers and Walter Klein provides the food in a

Food Freezer Plan Without Headaches

By FRED A. GREENE

There won't be any extra bookkeeping, repossessions or kickbacks from the 750 freezers that Vergal Bourland hopes to sell this year because he's arranged for food at discount prices without taking any of the responsibility

VERGAL Bourland, Fort Worth, Texas, appliance dealer tried the food plan several years ago in an effort to increase home freezer sales. He got out of it when he found repossessions rising sharply.

"We also handled food purchases and sales to customers. This involved payments around \$100 a month—\$25 payment on the freezer and \$75 for food under the plan. Not only did it involve considerable bookkeeping and other work for us, but a lot of people

could not pay \$100 a month. They could, however, pay the \$25.

"So, when we decided to go back into food plans, we knew we had to offer a plan that would let us sell the freezer and arrange for food at lower cost only *IF* the customer wanted to take advantage of this discount," Bourland says.

He contacted Walter Klein, owner of the Fort Worth Frosted Food Lockers, and got him to agree to sell "specials" to persons buy-

ing freezers from Bourland. The appliance dealer would do the advertising of freezers, tying in the food locker in his ads.

Thus Bourland had a food plan that wouldn't obligate him in any way to furnish food and Klein got the benefit of advertising that also reached persons who got freezers elsewhere but who might at least visit the lockers to see his products.

Freezer customers from Bourland's also got the chance to open budget accounts on food purchases, with Klein handling all problems of payments and credit. Bourland is only concerned with payments on the freezer itself since the food service plan is optional.

In addition to food purchases, customers are offered a counseling service by a home economist employed by Klein. She suggests

Bourland's Plan Keeps Him Out of the Food Business



YOU CAN SAVE a lot of money with a freezer, Bourland salesmen tell prospects. And, they add, our plan enables you to buy at a special discount.



WITH THE CONTRACT signed and a delivery date set, the salesman gives the customer a food discount card from Fort Worth Frosted Food Lockers.



THE SALESMAN always takes the customer to the lockers and introduces her to owner Walter Klein as a new member of the store's food service plan.

how much to stock for various size families, what cuts of meat are best and what sort of a budget she should set up in line with her family's size and ability to pay.

Although the food service plan is a big selling point, Bourland counts on a highly trained and well organized sales staff of 10 men, headed by manager Charlie Boozer, to move RCA-Whirlpool, Kelvinator and Westinghouse freezers. The men have a goal of 750 freezers for 1956 and presently are "on schedule."

Up-to-Date on Product

The sales staff has three meetings weekly with distributor representatives who go over the features of various appliances and discuss sales problems connected with them. One day a week, all the store's staff attends a devotional service conducted by various ministers from Fort Worth area churches. The devotional follows a coffee and donut session. The other two days of the week find Boozer meeting with the salesmen on store problems.

Salesmen have considerable leeway on trade-ins since they work on a commission basis. If an item costs Bourland \$200, for example, Bourland adds 10 percent to this cost and \$220 becomes the "low ball" figure—the lowest price for which salesmen can sell the item. If he sells it for low ball, he gets only one percent commission of that figure. If he sells above the low ball, he gets this one percent plus 20 percent of the gross profit. If he takes a trade-in, he gets 20 percent of its sale provided he sells it. If someone else moves it, he gets 12 percent with the actual seller receiving eight percent.

The men work two shifts—9 a.m. to 3

p.m. and 3 p.m. to 9 p.m.—alternating each day. This allows time for outside calls each day. Salesmen are encouraged to work outside leads which they get through the store or by checking satisfied users.

Daily report forms must be filled out to show why sales were not closed. The men must also report on how they did make sales so that the store can learn more about how its customers react to its selling tactics. They must note any prospects they have and when they are scheduled to contact them again. The office staff each day fills out these forms for salesmen, reminding them of appointments they reported previously.

Salesmen have their own "room" where they can relax as well as meet. But just so they don't forget their work, Bourland has plenty of reminders tacked along the wall stressing sales approaches and ideas the men can utilize to make these sales.

Servicemen Help Salesmen

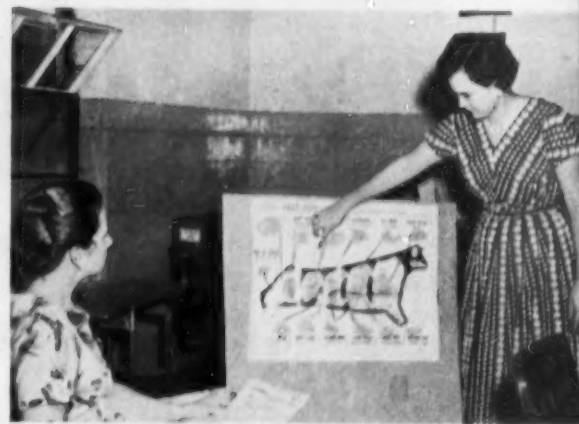
To help salesmen get leads, Bourland has one woman working full time calling people in the phone book and creating interest in his merchandise. Another woman checks accounts receivable for leads, persons who might add on to their accounts.

The service department is alert for leads and when they get one, it's turned over to the sales staff for following up.

Home shows are a source of leads and Bourland always has one of the largest displays in these local events.

"Leads are the backbone of my business," he stresses.

The simple fact that he grosses over \$1-million yearly for all of his appliance sales is proof enough.



BEFORE SHE BUYS her food, the customer is counseled by the locker's home economist on how and how much to buy, what meat cuts are best, etc.



A TRIP around the locker plant is conducted to show the customer just how meat is cut, prepared and wrapped for her to put in her new freezer.

MORE▶

FOOD FREEZER PLAN (continued)

Bourland's Salesmen Are Kept Enthusiastic

DISTRIBUTOR salesmen like Johnny Roberts of Adleta Co., Dallas, conduct three product and sales meetings a week for Bourland salesmen.



ONE DAY a week the store staff meets for an 8 am coffee klatsch which is followed by a devotional meeting conducted by local ministers.



ON MORNINGS when no distributor men run meetings, sales manager Charles Boozer conducts his own sessions to discuss promotions and sales problems.



DAILY SALES RECORDS are posted on bulletin board by sales manager Boozer to enhance competitive spirit among Bourland's freezer salesmen.



INCENTIVES are used throughout the year. For every six freezers he sells a salesman gets a chance to draw a slip worth money from sand box.

Many Devices Furnish Leads for Bourland Salesmen



LEAD REPORTS are furnished daily to salesmen. Some are obtained by telephone, some by searching customer files, some by servicemen. Clerk keeps records.



GIMMICKS like a free drawing for a freezer among people who drop cards with name and address in barrel provide a continuous source of fresh leads for Bourland freezer salesman.



FOLLOW-UP of leads through outside selling takes much of salesmen's time. Shifts are arranged to provide outside time.



CHECK-BACK calls on freezer purchases accomplishes the obvious purpose of building customer satisfaction, will often result in additional freezer leads.



In Alabama a 60 hour sellathon with . . .

Cool weather had spoiled air conditioner sales in Demopolis, Ala., so dealer Ed Thibodeaux stirred things up. Result: \$22,000 in sales for a \$300 investment

IN Demopolis, Ala., last year, the months of May and June produced average thermometer readings three or four degrees below normal. Air conditioning dealers like Ed Thibodeaux (right, above) found themselves hiking into the tail-end of June with less than 20 percent of their sales objective for the year actually on the books.

That's when Thibodeaux and Joe Bishop, his wholesale representatives, mapped out a "sellathon," 60 hours of consecutive selling during which anyone catching Thibodeaux asleep would be awarded a free room air conditioner. There would be other prizes, too, and the announced objective of the promotion was to sell 60 tons of air conditioning in those 60 hours or bust. Even if he did bust, Thibodeaux figured the explosion would help to wake up his town of 6,500 to the fact that the air conditioning season had arrived.

Advertising Begins

Beginning on Tuesday, July 5, spot announcements proclaiming the forthcoming sales marathon began. They informed listeners that Ed Thibodeaux would "throw the key away" beginning at 8:00 a.m. Thursday morning through 8:00 p.m. Saturday night. The announcer dared anyone to catch Thibodeaux asleep during that period and win the free half-ton room air conditioner. Radio spots continued unabated at the rate of 20 a day straight through Saturday, buttressed by two five-minute on-the-spot broadcasts on Thursday and Saturday direct from the Thibodeaux showroom.

Meantime, a barrage of announcements on "Operation 60" was being delivered from a sound car. The man behind the rented sound equipment was Lyn Miller, an announcer from local station WXAL, and the targets were Demopolis and six surrounding towns—the closet one 18 miles away. Lyn Miller had company on his inter-town car trips—a crew of four young boys to distribute handbills in each of the towns under the supervision of Ed Thibodeaux' 14-year old nephew. Distribution was made while the sound car roamed up and down the streets. The handbills were actually reprints of a half-page ad in the *Demopolis Times* on Thursday morning.

(Continued on page 80)



Plenty of free gifts for children who visited the store and . . .



A giveaway for adults who registered during promotion provided . . .



An opportunity to demonstrate air conditioning and to sell . . .

60 Tons in 60 Hours

HOW DOES

ROSS & HILL

NET 6.4% ?

Behind this high return on a gross of about \$290,000 is the story of how dealer William Ross of Stockton, Calif., achieves a smaller salary expense than the average while paying his people more and compensates for a higher-than-average rent with low-cost promotions

By HOWARD J. EMERSON

FOURTEEN new television retailers opened their doors for business in the city of Stockton, Calif., during 1952.

Today, only one of those concerns is still in the business it sought to develop in this city of 75,000, an old river port community on the edge of the famous San Joaquin Valley farming area.

This concern is Ross & Hill Television & Appliances, a company wholly owned now by one of the founding partners, William Ross.

In 1955, according to the financial statement prepared for ELECTRICAL MERCHANDISING by Charles H. Gray, Certified Public Accountant, this dealership earned a net operating profit of 6.4 percent on a gross revenue of \$289,546.30 (gross sales plus interest earned). Operating statements for the first four months of 1956 show an increase of more than \$20,000 in sales over the same period of '55, a rate of increase that if continued will bring the store's 1956 gross volume to about \$350,000.

For two weeks, ELECTRICAL MERCHANDISING studied the Ross & Hill operation and returned with these observations: R&H is no Sol Polk story in miniature, no Harry Price or George Johnston operating within the market limitations of Stockton, no promotional extravaganza. It is a relatively simple story of one man, Bill Ross, who went into this precarious business with exactly \$1,000 and a lot of courage in 1952, and whose financial statement shows that \$1,000 built into a net worth of \$42,060.61 on December 31, 1955.

Because of owner Ross' cooperation in releasing his financial state-

HERE'S HOW

Ross & Hill Statement Compares With NARDA Figures

	Dollars	Percent	NARDA Average
GROSS INCOME	\$289,546.30	100.0%	100.0%
COST OF MERCHANDISE SOLD	\$194,148.50	67.1%	65.7%
GROSS MARGIN	\$ 95,397.80	32.9%	34.3%
PERSONNEL EXPENSES, OPERATING EXPENSES, & LOSSES (A through E)	\$ 76,770.38	26.5%	30.9%
A. Administrative	\$ 49,514.94	17.1%	22.2%
(1) Owners and/or Mgrs. Salaries	\$ 5,200.00	1.8%	3.2%
(2) Office Salaries	\$ 4,088.86	1.4%	2.4%
(3) Salesmen's Pay	\$ 13,162.54	4.5%	7.2%
(4) Servicemen's wages & salaries	\$ 10,862.00	3.8%	5.2%
(5) Vehicle maintenance for delivery and service	\$ 2,213.33	0.8%	2.7%
(6) Other administrative expenses	\$ 13,988.21	4.8%	1.5%
(a) Delivery men's & warehousemen's wages	\$ 6,296.80		
(b) Employer's share S.S. & unemployment insurance taxes	\$ 1,143.11		
(c) Travel, entertainment, telephone & telegraph, donations, professional & legal fees, dues and subscriptions	\$ 6,072.58		
(d) Office supplies	\$ 475.72		
B. Occupancy Expense	\$ 11,179.92	3.9%	2.8%
(a) Light & Heat	\$ 1,310.42		
(b) Janitor Service	\$ 389.50		
(c) Rent (store & warehouse)	\$ 9,480.00		
C. Advertising Expense	\$ 3,178.37	1.1%	2.5%
D. Bad Debt Losses	\$ 1,180.32	0.4%	0.4%
E. All Other Expenses	\$ 11,716.83	4.0%	3.0%
(a) Credit & Trade Information & Collection Costs	\$ 683.99		
(b) Taxes (all kinds except property and local sales taxes)	\$ 123.00		
(c) All other expenses not listed (including insurance except on property)	\$ 5,352.21		
(d) Vehicle Depreciation	\$ 1,693.50		
(e) Shop Equipment Depreciation	\$ 936.43		
(f) Interest on borrowed money	\$ 2,922.30		
NET OPERATING PROFIT	\$ 18,627.42	6.4%	3.4%

ments to ELECTRICAL MERCHANDISING, readers are given the opportunity of studying the complete financial structure of Ross & Hill and to compare it with both their own statements and with the NARDA costs of doing business averages.

To make this presentation of a dealer's financial statement more valuable to the industry, dealer Ross has agreed to correspond with any dealer who has found it interesting to compare financial statements or methods of handling specific phases of appliance-TV selling brought to mind by the discussions to follow. His address: William Ross, Ross & Hill, 630 E. Main St., Stockton, Calif.

MORE▶

Ross & Hill Get Traffic as Cheaply as Possible *(continued)*



SANDWICHED in between two of Stockton's largest appliance retailers, Sweet's (left) and Breuner's (right) Ross & Hill pays a high rent, reaches for traffic with lighted revolving sign and promotional come-ons like a circus.



INEXPENSIVENESS of Ross' promotions is illustrated by fact that he got lion tamer Clyde Beatty to appear free at promotion with lion cub and clowns from the Beatty circus. Ross (left) played up appearance in advertising.

Gross Income	\$289,546.30
Rent	9,480.00
Advertising, net	3,178.37
Other promotion	4,027.21

Ross got little business over the transom during 1955. Stockton increased from about 70,000 people in 1950 to 75,000 in 1955, practically standing still compared to the increase in the average northern California city during a five year period.

Getting a steadily increasing volume for first his Motorola, RCA-Victor and other TV business and now also for the development of his full line of Norge white goods, at a reasonable cost, has been and remains the same day to day problem for Bill Ross that it is for thousands of similar dealers.

To get a 17 percent increase in gross last year, Ross put his efforts behind the following: (1) exploiting his location; (2) advertising; (3) promotion; (4) opening of a suburban store.

Location, for example, is a costly (\$9,480), but vital item on the R&H statement. It is a calculated promotional charge which is returning far more than its extra cost. Two years ago, Ross deliberately moved into a high rent location in the central shopping area of Stockton.

"Every dealer who feels he is on the way up has to make this decision," Ross says. "Is it wiser to move into a high rent, heavy traffic location, or to stay in the low rent area and try to bring traffic through promotions, advertising or price cutting? Well, I had reached the point where advertising and promotion would bring me little more traffic without going too high in cost per prospect. I didn't see any sense or any future going discount—I've seen too many of the boys go down the drain that way—and furthermore the market for TV was just opening wide when the San Francisco stations went to full power.

Location Move-up

"The day I saw that store vacant on Main Street—hugging Sweet's on one side and snuggled up to Breuner's on the other—I decided. The rent would be \$5200 a year, while we were paying only \$2280 for our hole-in-the-wall on E. Market St. I gambled, and so far I've won."

Ross took his \$78,000 a year TV business and dropped it between the local store of the multi-million dollar Breuner chain and the old, established and popular N. Sweet & Sons, credit appliance and furniture concern.

The first promotional move Bill Ross made

to get his location to pay off in store traffic was the rental of a revolving marquee sign to extend over the sidewalk area at second-floor level. On one side the identification "Ross & Hill", on the other side four lines for moveable letters lighted from inside the sign.

Some months it was rough figuring the \$60 payment on the sign along with all the other bills. But since it went up, the heavy Main St. traffic, looking toward Breuner's or Sweet's, is stopped by the movement of the sign long enough to register that another concern in the appliance-TV business is right here and should be considered along with the older concerns.

Conservatively Promotional

Ross & Hill has become a promotional dealer, in a somewhat conservative way. Ross carries a heavy load of spots on KJOY radio, a morning homemakers' show, and news programs. In TV, Ross has taken a flier with co-op spots on the '49er football games, and shared a Norge homemaker's program with other Norge dealers.

During 1955, R&H's total billing for radio advertising was \$2,320.03, and for newspaper advertising, \$14,777.66, a total of \$17,097.69. The net cost to Ross & Hill for radio and newspaper advertising was \$3,178.37—indicating that the concern received about 82 percent co-op for the year. With the store's \$4,027.21 in "other promotional expenses" added, the total outlay for what NARDA groups as "advertising expense" in its percentage averages, amounts to \$7,205.58—2.5 percent.

Off-Season Promotions

Bill Ross believes that the time to put on fuel is when the fire is low, so R&H goes more heavily into advertising when business

is slow. "Anything to keep the staff busy," Ross explains. "Anything to get enough business to cover the overhead. Furthermore, if it's off-season or business is just generally slow, we can get better deals in merchandise from the distributors, have something really special to offer the people. And of course, we can get plenty of co-op money then."

"I think the smaller store is in a better position to handle an off-season or the little slumps we get now and then. The smaller dealer can usually stimulate business up to at least the break-even point. We can pick up a few special pieces for a quick splash with nearly 100 percent co-op. It catches the public—and the competitors—off balance."

Ross & Hill keeps a steady schedule in the Stockton Record with the emphasis on "price", "trade-ins" and "service". Bill buys with the idea of always having merchandise available to fit the price and trade-in appeal as well as his full lines of Emerson, Hoffman, Motorola, RCA and others.

During 1955, Ross put on four major promotions. In February he ran an anniversary sale on the first birthday of the Main St. store, pulling up volume nicely in that sort of in-between month in Stockton. And with the graciousness of distributors toward a birthday celebration, Ross had merchandise at a price that could be pro-

moted, and he had co-op funds on a platter.

In May, R&H held an inventory sale headlined "We Goofed—the boss overbought". Ross had bought a carload of Crosley TV, which was too much for his regular selling—but he had bought the car with just such a promotion in mind because it had been suggested by the distributor's salesman. The car was at a rock-bottom price plus 100 percent co-op on the advertising. Again, such a promotion was keyed to an off-season TV month, bringing the R&H gross from the struggling level to a point of nice return. So did the next promotion in June—the first "marathon" held in that market area. With end of the TV year merchandise available to give Ross prices and long trades to offer, the store was kept open 24-hours a day. R&H sold new TV to plenty of families who had fully intended to spend their summer evenings gardening or cooling off on the porch.

We'd never run promotions like those between mid-August and mid-January," says Ross. "Normal advertising keeps the staff at full time during that period. That's on TV of course. With our increase in white goods, we will set up a completely different schedule of off-season promotions".

Ross does run one big "in season" promotion and it is his biggest and most successful.

In early November, Ross & Hill ties in with the "Homecoming Festival" of the College of Pacific. So does every individual in the Stockton area. But R&H was the first dealer to tie in, and the story was told in ELECTRICAL MERCHANDISING, December, 1954 ("A Dealer Steals a City's Show"). For these homecoming promotions, Ross gets 100 percent co-op from most manufacturers.

\$1166 to "Belong"

Of course, such a promotion is primarily institutional—although it has had a good effect on the Christmas season about to start. And this activity, which identifies Ross & Hill with TV and appliances for the more than 100,000 people taking part in the festival, is only one of the institutional jobs that Bill Ross carries out each year. His accountant listed the following as local groups and activities into which Bill Ross put money during 1955: Chamber of Commerce, Merchants Assn., College of Pacific Alumni Fund; Quarterback Club, County Fair, Basketball Assoc., Stockton baseball boosters, YMCA, United Crusade, Kiwanis, K. of C., Jewish Welfare. All the expected donations for the local merchants are vital to the concern's acceptance in the community—but they add up \$1,166, almost 1/4 of one percent of Ross' gross sales of merchandise.

Ross & Hill Pay Only 4.5% for Salesmen's Salaries

Gross Sales, TV and Antennas \$199,467.40

Gross Sales, White Goods 69,899.50

269,367.40

Salesmen's salaries, 4.5% 13,162.54



ONE-MAN STORES give Ross chance to pay salesmen big salaries, but help keep overall wages down. This suburban store run by salesman Ross Stevens grossed \$55,000 in eight months, paid 5.5 percent net. Stevens got \$4,592.

"I'm hungry," says Bill Ross.

"And I want hungry men working with me. I want salesmen who like money so well that they'll work as hard as I do for it. Fortunately, I have them in Bruce Rosen and Ross Stevens."

While R&H figures show \$13,162.54, only 4.5 percent of the 1955 gross, compared to the NARDA average of 3.0 percent for salesmen's salaries, the average appliance-TV salesman in Stockton made less, only \$4,500 in 1955. A store near Ross & Hill, with about the same volume, pays its salesmen a flat \$75 a week salary. Another nearby and much larger dealer guarantees \$175 a month against

a five percent commission on net sales.

At R&H, Bruce Rosen made about \$8,570 in 1955, and Ross Stevens made \$4,592 for the eight months he worked—an annual rate of \$6,889 for this younger man, less experienced than Rosen, who came with R&H on May 1st to handle the branch store.

These two men earned these above average incomes from TV-appliance selling because they joined with Bill Ross in doing above average work for longer than average hours. Rosen sold about \$145,000 worth of goods for R&H in '55, Stevens sold \$66,000 during his eight months, and Ross closed the balance of about \$58,000.

Bill's system for keeping his cost of salesmen at 4.5 percent of his gross at the same time that he pays well above average salaries, is his set-up of the "one-man store." Rosen has the downtown store, with Ross to pitch in when he is not bouncing around in one of his scores of jobs as owner—buying, corresponding, working with the bank, credit bureaus, CPA, or even chasing off 4,000 miles to Puerto Rico with other dealers on a manufacturer's expense account.

Stevens handles the Pacific Ave. store where he is assisted by Ross on Monday nights when that shopping area has open night. During the week Ross and Rosen

MORE▶

ROSS & HILL (continued)

take turns in manning the floor of the Main St. store which is open Monday night through Friday night. On Thursday night, the downtown open evening, Stevens becomes the second man at the Main St. store to handle the heaviest traffic of the week. Ross, Rosen and Stevens each work six days and three nights a week.

Few Lost Sales

"I feel that we can get our volume up to about \$400,000 to \$450,000 with just Rosen, Stevens and me," Ross contends. Maybe during the week R&H loses one sale at each store by having only one man on the floor. It wouldn't pay R&H to have another man in each store just for those two sales which may be lost, maybe aren't. It would mean splitting commissions four ways, and that would mean losing Rosen and Stevens.

"It is much better to take a gamble on losing one or two customers a week," says Ross. "But don't forget that we have hedged this one-man store operation for the heavy traffic periods. At Pacific Ave., traffic is light except for Monday night, so I fill in then. On Main Street, traffic often peaks between

2 and 3 o'clock in the afternoon, and then there is myself, Marian (the cashier) or Mike (TV service manager) around to pitch in for the selling or at least to hold the prospects."

Actually, the way Ross is running his business, the Pacific Ave. store could produce and is expected to hit \$10,000-\$12,000 monthly by the end of '56. The cost of salesman-manager Ross Stevens would still be five percent. Above that volume, the Pacific Ave. store would have to have at least part-time help to assist Stevens. More likely, Ross will start working a man part in and part outside from Pacific Ave. because the market in that area of Stockton lends itself to follow-up in the home.

"But I'm not considering another salesman until I'm forced to, and when Rosen and Stevens also agree that it is necessary to our continued success," states Bill Ross.

Ross got into appliance selling when he was an accounting student on the GI Bill at the College of Pacific after the second war. By the end of the second summer of selling, he was making out so well that he couldn't afford to return to day college. He continued selling and continued his accounting studies

at night. When he reached what he felt was the maximum income at that store he started looking around for a better opportunity. He found what looked like it at one of the largest stores in the area.

He was told the draw and the commission, which were favorable. He was assured that if he did as well as some of the other men he could be making maybe \$4,300 a year before long. "I can sell more than that," said Ross with his accounting mind quickly working that \$4,300 back into volume. "The way I figure it, when I get rolling I should be able to knock off about \$6,000 in commissions." "Oh, no you won't," the salesman told Ross. "If any salesman here starts handling enough sales to get his commissions close to even \$5,000, we'd figure there's enough business to put on another man!"

"That teed me off," says Ross. "So I decided to go into business. And I swore I'd never cut off a man when he wanted to work hard enough for a good income. I deliberately looked for men who wanted to work hard for a lot of money. 'Hungry', I call 'em. Guys just like me."

Fewer Employees at Ross & Hill Get More Pay



SIMPLIFIED office procedure gets business transacted without a "production." Mail and other business are handled each morning by Mrs. Erlandson, home demonstrator-cashier; salesman-manager Rosen; owner Ross.



SERVICEMEN double up on jobs, too. Cliff Mathes (left) handles white goods service, assists in TV service. Mike Petrie (right) has primary responsibility for TV service. Both men made about \$5,400 in '55, \$1,400 above average.

Sales of merchandise . . . \$269,367.40

- a) Owners and/or managers Remuneration 5,200.00
- d) Servicemen's pay . . . 10,862.00
- e) Deliverymen's & warehousemen's wages 6,296.80
- b) Office salaries 4,088.86

COMPARED to the average dealer, Ross saves about 2.4% on salaries for his non-selling employees.

Office salaries show \$4,088.86. This was for one employee, Mrs. Marian Erlandson. For this \$80, Mrs. Erlandson works a long week for Bill Ross as secretary, cashier for the \$269,367.40 sales, credit manager with a record commended by the bank, as MC of a radio show called "Mid-morning with Marian" with notes for homemaker's, and finally as home demonstrator for the Norge laundry and kitchen equipment sold by R&H. As an extra, recently, Mrs. Erlandson handled the Norge commercials on a 13-week TV home show.

Mrs. Erlandson is a widow supporting herself and five children. Working at R&H, where she has the opportunity to use her ability to "double in brass", she can earn what is far above the average pay that other concerns would give for any one of these individual jobs if they were available. It isn't as easy to double in brass in service and delivery but there can be savings effected when a dealer isn't required for one reason or another to have men so specialized that he must see them idle while he is paying for extra help for another specialty. Bill Ross is able to carry into his service and delivery the same principles of paying more for versatile and willing help.

Here's How Ross & Hill Statements Are Presented to Management

Statement of Income For the year ended December 31, 1955

Sales:		
Television and Antennas	199,467.90	
White Goods	69,899.50	
Parts and Accessories	8,790.27	
Labor	5,826.30	
	<u>\$283,983.97</u>	
Cost of Sales:		
Inventory Dec. 31, 1954 (Physical)	\$25,782.33	
Purchases	214,836.93	
	<u>\$240,619.26</u>	
Inventory Dec. 31, 1955 (Physical)	46,470.76	194,148.50
Gross Profit: (31.8% of Sales)		<u>\$89,835.47</u>
Interest Earned:		
Financial Institutions	4,655.28	
Ross & Hill Contracts	907.05	5,562.33
		<u>95,397.80</u>
Selling Expense: (7.3% of Gross Revenues)		
Advertising in newspapers, TV etc.	3,178.37	
Other business promotional expenses	4,027.21	
Salesman Commissions and expenses	13,162.54	
Credit and Collection expenses	683.99	
		<u>21,052.11</u>
		<u>74,345.69</u>
Administrative Overhead (18.0% of Gross Revenue)		
Wages Paid	21,247.66	
Rent (Net of \$605.00 received from N. Sweet and Sons)	9,480.00	
Repairs	1,172.10	
Utilities and Telephone	2,435.45	
Other store expenses	2,145.34	
Truck and delivery expenses	2,213.33	
Insurance	2,155.83	
Taxes	1,985.61	
Bad Debts	1,180.32	
Interest	2,922.30	
Accounting	950.00	
Depreciation	4,580.71	52,468.65
Net Income (7.6% of Gross Revenues)		<u>\$21,877.04</u>

Statement of Financial Condition as of December 31, 1955

ASSETS		
Current Assets:		
Cash in bank and on hand		\$7,236.63
Collectible Account Receivables		
Interest bearing contracts	7,962.46	
Customers Open Accounts	6,649.67	
Distributor's (Advertising Share)	1,795.57	
Employees and friends	428.40	16,836.10
Inventory (lower of cost or market)		
Television	25,944.01	
White Goods	16,142.59	
Parts and Accessories	4,384.16	46,470.76
Dealers Reserves collectible in 1956		
Commercial		
Credit Corp. \$1,496.00		
Bank of America 1,647.70		3,143.70
		<u>\$73,687.19</u>
Current Liabilities:		
Notes Payable:		
American Trust Co. flooring	31,230.00	
Commercial Credit Corp. flooring	853.00	
Bank of America FHA Loan (79.85 mo.)	718.65	
American Trust Co. (95.82 per mo.)	2,682.96	
Commercial Credit Corp. (186.08 mo.)	3,349.46	
	<u>38,834.07</u>	
Trade Accounts Payable	5,491.85	49,653.43
Taxes Payable	5,327.53	
Working Capital		<u>24,033.74</u>
Long Term Assets:		
Dealers Reserves		
(American Trust Co.)	8,757.64	
Trucks (cost \$469.52, less depr. all 4187.46)	4,282.06	
Furniture and fixtures (cost \$855.91 less depr. all 2484.79)	4,371.14	
Prepaid rent and interest (net of unearned interest)	616.03	18,026.87
Capital Investment of William Ross, Owner		<u>42,060.61</u>
Capital Investment, December 31, 1954		27,796.35
Income earned in 1955		21,877.04
		<u>49,673.39</u>
Personal Drawings (including provision for income taxes)		<u>7,612.78</u>
Capital Investment of William Ross, Owner		<u>\$42,060.61</u>

Statement of Funds Provided and Applied For the year ended December 31, 1955

Funds were provided by:			
Net Income		\$21,877.04	
Add back depreciation allowance, a non-cash charge		4,580.71	
		<u>26,457.75</u>	
Release of Dealers Reserve			
in Bank of America — \$4700.00 and in Stockton Morris Plan — \$79.13		4,779.13	
Loan from American Trust Co. (FHA)		3,000.00	
Write-off of prepaid interest and deferred income (net)		527.20	
		<u>34,766.16</u>	
Funds were applied to:			
Personal withdrawals by owner		7,612.78	
Investment in fixtures and equipment		2,049.93	
Increases in dealers reserves		7,491.77	
Payments on loan to American Trust Co.		766.56	
Payments on trucks to Commercial Credit Corp.		2,232.94	
Payments on Bank of America FHA Loan		958.20	
Increase of Working Capital as stated below		<u>13,651.98</u>	
Current Assets: Dec. 31, 1955	Dec. 31, 1954	Increase	
Cash in Banks & on hand	7,236.63	4,426.23	2,810.40
Accounts Rec.	16,836.10	12,213.59	4,622.51
Inventory	46,470.76	25,782.33	20,688.43
	<u>70,543.49</u>	<u>42,422.15</u>	<u>28,121.34</u>
Current Liabilities:			
Flooring Notes	32,083.00	18,988.00	13,095.00
Other Payables	10,819.38	9,455.02	1,364.36
	<u>42,902.38</u>	<u>28,443.02</u>	<u>14,459.36</u>
Net Working Capital	27,641.11	13,989.13	13,651.98

NOTE: these financial statements of Ross & Hill are the originals prepared for owner Wm. Ross by Charles H. Gray, Certified Public Accountant, 1827 Pacific Ave., Stockton, Calif. They serve here to provide the reader with detailed breakdown of the financial structure of this dealership, but cannot be compared directly with NARDA Costs-of-Doing Business Survey Figures because these statements were not prepared according

to the NARDA accounting method. For example, a net income of 7.6 percent of gross revenues is shown because the withdrawal of \$5,200 by owner Ross, and the \$2,412.78 as provision for income taxes, are entered as "funds applied to withdrawals by owner", whereas in the NARDA report the \$5,200 withdrawn by Ross would be carried in "personnel expenses". There is also a vehicle depreciation difference.

TAKE the servicemen, Mike Petrie and Cliff Mathes, for example. As TV man, Mike made \$5,401 in 1955. Cliff, who has white goods service as his responsibility, made \$5,461. Their total incomes include commissions. The average journeyman serviceman in Stockton makes \$75 a week—\$1.70 an hour for a 44-hour week. Mike and Cliff are guaranteed \$90 a week salary plus a minimum commission of \$10 on the gross billing of parts they handle. They work a 48-hour week—figuring \$2.085 an hour. With the commissions of \$201 and \$261 earned above the guarantee, their hourly earnings came to \$2.17 and \$2.19 per hour.

Unlike their counterparts in many other organizations, Mike and Cliff are not confined to their specialties. Both handle bench service as well as home calls. Mike, who came out from New York City specifically to work for Ross & Hill, doubles on the sales floor when a special rush is on. Headed for a repair job, Mike will often slip in a delivery that is on his route, if no antenna installation requiring the two-man crew is needed. Cliff, with less white goods service than would require his full time during this early

stage in R&H's development of this business, pinch hits on TV service, mostly on tube checking and changing where little circuit work is required.

The same principle is carried through to delivery and antenna installation. Two men are assigned to this work. With most of the homes in Stockton using 40 or 60 ft. masts with rotors, antenna installation is an important function for Ross and Hill (and a very profitable one in most cases). Yet the same men skilled at this work also deliver and install the Norge kitchen and laundry equipment, and do the uncrating and movement of appliances at the store.

"I don't see how else we could run a small organization like this and make a profit if we didn't work this way," Ross explained. "We can't afford supervisory help, and if we did have some then the people they were supervising wouldn't do anything until they were told to. I like to have a group that has a feeling of independence—that know their thinking is often as important as the physical work. I am frank with them about the store's operation. They know what sort of organization I'm trying to build and they know as

well as I do the part they play. Good men respond to that type of challenge, and we have good men—and a good woman. I don't have to stand over them—they're all adults, no reason to waste my time checking on them."

Apparently Bill Ross is making every effort to be a benevolent employer. The list of what he does for his small staff would make a story in itself. Accountant Gray explained some of the items under the sizeable "miscellaneous administrative expenses" as including: housewarmings when two employees moved into newly purchased homes; a wedding reception party for one employee, followed by Ross loaning the employee his own car for the honeymoon trip; the annual Christmas party which Ross concludes with the sending of toys home to the employees' children. Incidentally, his Christmas present to employees goes in the form of sizeable purchase orders given to the wives of employees. "You can't buy goodwill or loyal employees," Ross comments, "but you can show appreciation for the many things they do that are, what would you call it, beyond the call of duty."

End



Aggravated by viewing conditions like this ▶



People take their old TV sets to Benike's ▶

Sell-Back Promotion Moves TV Trade-Ins

Customers who trade in their old TV sets at Benike's, St. Paul, Mich., end up with two sets because the store reconditions the old one and sells it back to them at half the trade-in allowance

USED TV sets are worth their weight in profit and good will at Benike's television and appliance store at 449 North Snelling, St. Paul. The store sells 600 used TV sets yearly—always at a profit—and many of them are sold back to the original owners in an inspired move to help along second set promotion.

On March 2 Benike's kicked off a novel promotion to the public—a customer buying a new TV set received a generous trade-in allowance on his old set and the store picked-up, reconditioned, and delivered back the old set at half the figure of the trade-in allowance.

In two weeks the store sold back 24 TV sets.

The advantages of this plan are numerous and obvious. First of all, a new TV set has been sold. Secondly, the trade-in has been moved immediately and, third—though prob-

ably ranking first in importance—the customer is doubly pleased with a new set and a second set.

"Very important," says G. A. Porter, office manager, "is that the customer is buying a set that he knows. He is fully conscious of its good features and whatever drawbacks it may have. He knows what he is buying. We recondition it (except for a picture tube or a transformer) so that he has a fully operative set—the all-important second TV set that almost every home needs."

Benike's encourages customers to look upon multiple TV installations in conjunction with the number of radios contained in most homes. "With the variation in tastes, not only from individual to individual, but from age group to age group within the family, a second TV set is a necessity," Porter tells them. "Father usually wants to watch the fights or, on Saturday, a football game, etc.,

while Mother is interested in a dramatic presentation or a program centering around home interests, and there are programs aimed at children's tastes during all their waking hours."

Second Set Comes Cheap

The idea of having two sets—particularly when it is achieved in the one transaction—has been easy to sell. When customers realize that they may make a good deal and still keep a set that has, perhaps, given them better than average service, they are receptive to the buy-back offer.

"It is possible that the old set is being traded in primarily because it is of rather outdated design, or because it is a 17-inch screen, while all the customers' friends have 21-inch or 24-inch," says Clinton Grove, the store manager. "Probably with a little reconditioning work, the set is in fully satisfactory working condition and the family can have the luxury and convenience of a second set at little extra cost."

The average set costs Benike's about \$15 to recondition. "Of course we have to exclude power transformers—about \$20 to \$30

(Continued on page 93)



Where they trade them in on a new big-screen set ▶ Then buy them back after reconditioning
 ▶ And end up as a two-set family where there is no longer any program conflict





By TOM F. BLACKBURN

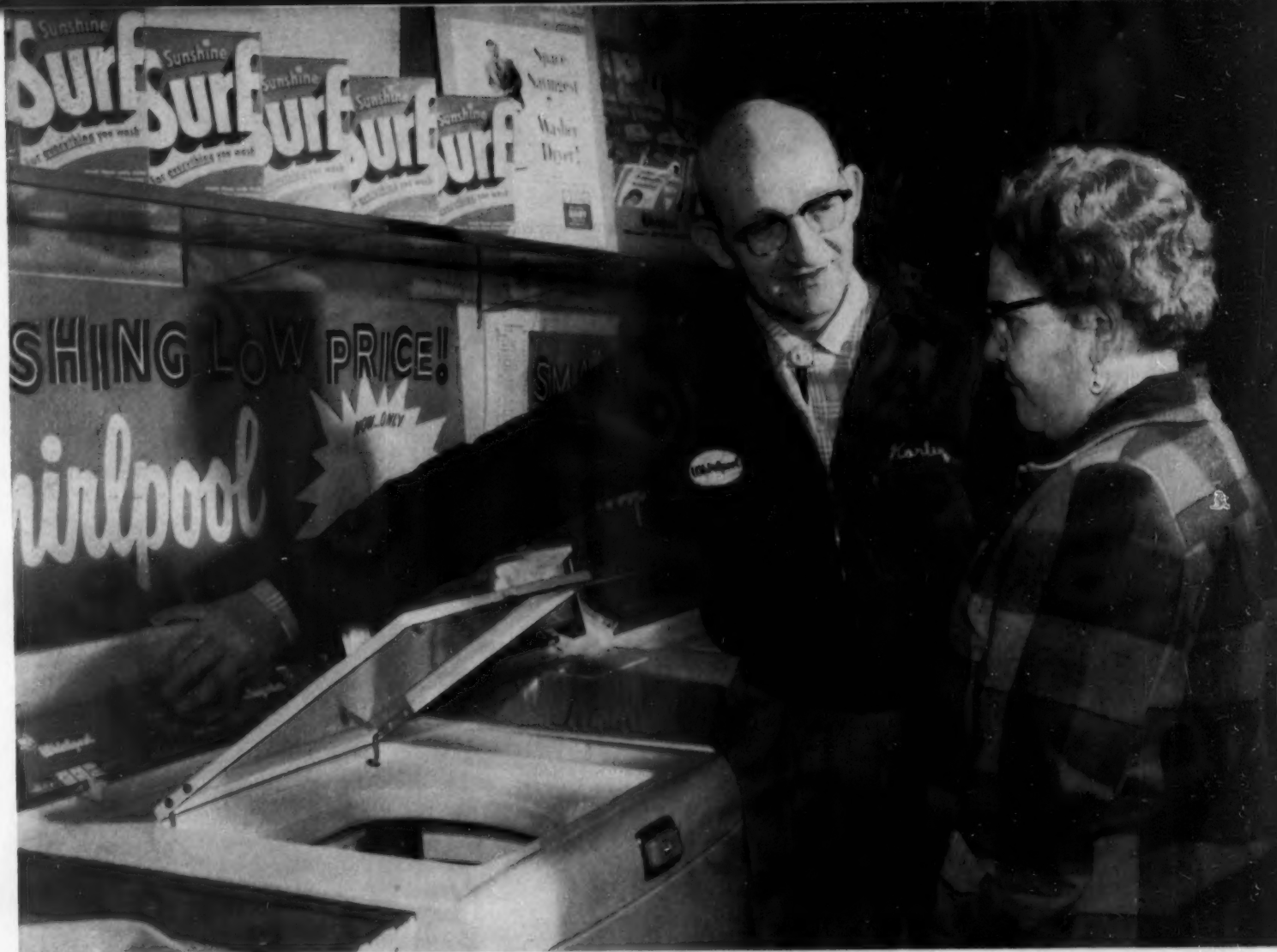
This plain little store in Appleton, Wis., ordinarily does most of its business in washer repairs



In April management made a brief, but startling change in its character by hiding parts bins, transforming it into a showroom



The change was backed up with an unheard of amount of advertising that helped sell \$30,000 worth of appliances—one fourth of a year's volume



BIGGEST volume during the sale was done on higher-priced units which were hooked up and ready for live demonstrations of both washing and drying.

....Nine Day Wonder with Washers

A DEALER who sold a fourth of his year's laundry volume in a nine day April sale—113 pieces—is still big news around Wisconsin. At a cost of \$1,600 for advertising, the Good Housekeeping Shop of Appleton ran up a record for this part of the woods by taking in \$30,087.92.

It calls for a careful analysis to show how Harley Slezak, his wife and three service men made such a record.

For 20 years the 12 ft. wide shop, in downtown Appleton, on the thumb of the state, has been noted as a washer repair business, long on service and slow on exploitation. Ninety percent of its volume was laundry equipment. So, when it burst out with a four-page newspaper advertisement and put characters on radio stations WAPL and WHBY who delivered 350 spot messages in dialect, it created quite a stir.

The proposition Good Housekeeping told about was a sale on pairs—an automatic and a dryer at about \$40 saving over the purchase on an individual unit. Price was \$479.20.

The store normally has about 20 washers and dryers in stock, so for the sale a truckload of 70 units were brought in.

Different Look Did It

It was probably the different look of the store as well as the thumping publicity that made the sale such a success. From Larry Lane of Graybar, Mr. Slezak borrowed curtains to conceal the parts bins. Balloons were tied to the lighting fixtures, the floor scrubbed, coffee and doughnuts provided. All decals were taken off the polished windows, appliances were waxed. A record player provided continuous music.

The smallness of the shop made it difficult for many customers to get into it all at once. An outside man kept putting nickels into parking meters, reassured customers they could take plenty of time. A taxi was paid for an old lady.

In the front window on a turn around were placed the cheaper advertised pair. A salesman could whirl them around at will.

Inside, the real business took place on the

higher-priced units, hooked up with water and clothes for demonstration. Harley and his salesmen took the customers to these units, ending up with the remark that the difference between them and those in the window was the slow speed for fine fabrics and the suds saver. Apparently it was enough. More high priced units were sold than cheaper ones.

Questions most frequently asked were: "How dry do clothes come out?" and "Do I have to adjust anything?" There were no beefs on price, no requests for discounts.

Trade-ins were refused. Good Housekeeping salesmen advised buyers to put want ads in the local papers and sell their old machines.

No Close Competition

In Appleton there is only one other Whirlpool dealer and a big Sears store. Neither interfered with the sale.

When asked about delivery, Good Housekeeping men replied, "We can get outside men to hurry it in, but would rather do it

MORE▶

NINE DAY WONDER (continued)

ourselves for a better job. It will take longer but you will be better satisfied."

Counting up after the event (they were open every evening during the sale) Harley Slezak found that 113 pieces of laundry equipment were sold, 68 Whirlpool (of which 26 were pairs), 16 Barton wringer type machines, 29 Easy Spindryers, and 42 Lewyt vacuum cleaners.

On the Whirlpool automatics, around which the sale was built, it was discovered that 31 were Imperials (price, with dryer, \$479.20) and the balance were Supreme

(\$439.20 pair) and Supreme special (\$399.20 pair). The highest priced units and the pairs led the procession.

Sales were on a no money down basis, if desired, with two years to pay off. Harley Slezak has a unique way of saying "up to 59 days it's a cash deal." On this basis 75 percent of sales were for cash. The store carries its own paper, which is on a six percent basis.

Assisting Mr. Slezak were Mrs. Slezak, and three service men, Lloyd Mittelsteadt, Lee Crouch, and Harry Noack. All wore service

uniforms while they were on the sales floor.

Distributors Surprised

The success of the event took distributors by surprise. As Larry Lane of Graybar analyzed it, the long period of faithful service—20 years—that Mr. Slezak put in after he came up from Iowa were responsible. It was a job that can only be done once a year, and with the full co-operation of dealer, distributor and factory.

When a dealer springs a sale, let it be a real one and the public will leap for it, he said.

Sale was planned to use all available help and facilities



ROTATING DISPLAY of the featured washer-dryer combination was set up near the freshly scrubbed windows of the store to attract public attention.



THREE SERVICE MEN, who usually spend their time at jobs like this, helped owner and Mrs. Slezak with selling during busy days of the washer sale.



DISTRIBUTOR help, in the person of Graybar's Larry Lane, was important to sale's success. His analysis: It was a real sale, so it had to be a success.



INSTALLATIONS of 113 laundry units sold were handled by store's staff. Buyers were promised "better job" than obtainable from outside firms.

End

everyone
who buys an

Osterizer

or anyone who
ever bought one ...



is a prospect for the NEW

Oster

JUICER SLICER SHREDDER
attachment

Here is a powerful sales plus for your Electric Housewares department. Designed and engineered specifically for the OSTERIZER this new Juicer - Slicer - Shredder actually is three attachments in one. Gives a clear juice from most fruits and vegetables. Shreds coconut, cabbage, carrots . . . even cheese for spaghetti, pizza or au gratin dishes. Slices vegetables for salads, soups . . . potatoes for scalloping . . . and firm fruit for pies. You sell it complete with colorful recipe instruction book for . . . \$39.95.



Model 415 (Shown) for series 403 two speed Deluxe Osterizer
Model 414 for series 10 single speed Osterizer

CHECK THESE OUTSTANDING FEATURES:

- COLOR . . . gleaming white refrigerator enamel
- SELF-LUBRICATING
- EXCLUSIVE . . . combination pusher and cleaner
- LARGE PULP CAPACITY
- EXCLUSIVE . . . drain pattern from one piece construction
- EASY TO CLEAN
- EXCLUSIVE . . . taper lock
- RIBBED sieve, slicer and shredder discs for added strength
- NO CRACKS or crevices to hamper cleaning
- LARGE HOPPER
- ONE PIECE aluminum juicer basket and long life juicer disc
- MOUNTS in any position



It juices!
it slices!
it shreds!

Another Profit-Producing Product by

John Oster

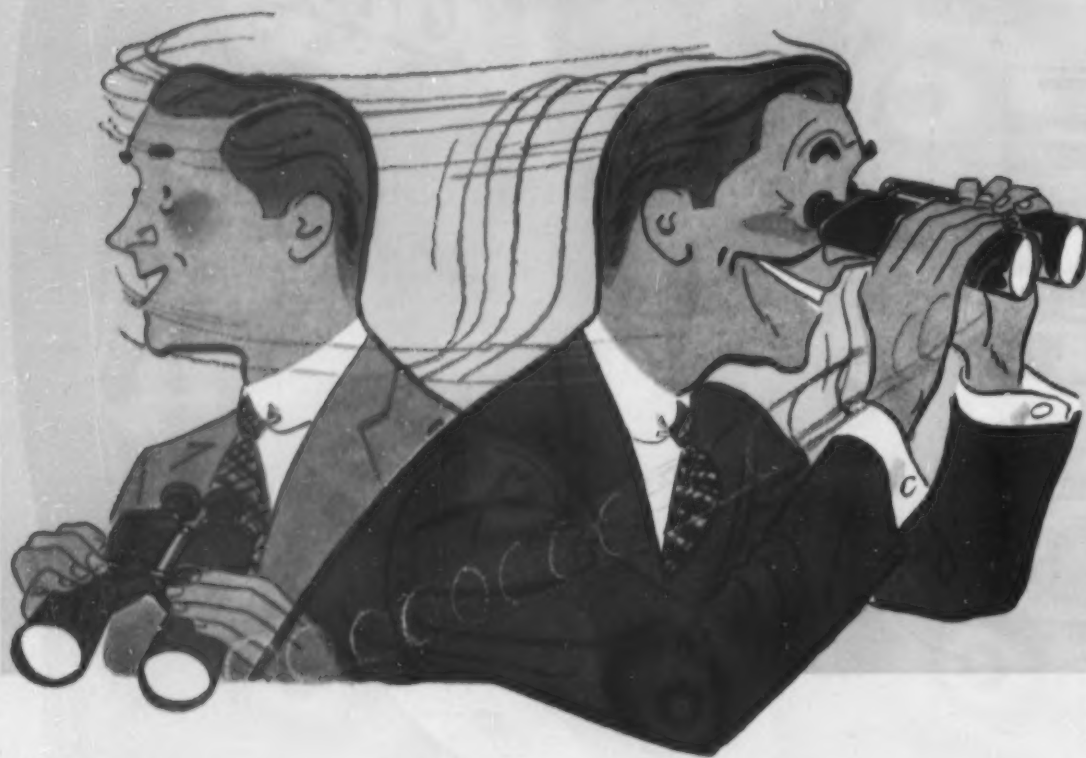
MANUFACTURING CO., Dept. K, 5047 N. Lydell, Milwaukee 17, Wis.

Take a **GOOD LOOK** at your advertising!

Suppose you were a prospect for the products or services you sell . . . how would you know where to buy them? If you did what most people do—you'd look in the 'Yellow Pages' of the telephone directory.

Do you know there are several different 'Yellow Pages' classifications producing business for appliance dealers? Make sure you are cashing in on all the headings that can bring more phone-in and walk-in sales for you.

Take a good look at your 'Yellow Pages' advertising today and make it easy and convenient for others to locate your business in the 'Yellow Pages.'



Advertisers of branded products are using this emblem to tell prospects how to find their dealers.

Would you like some good sales ideas? Suggestions from your 'Yellow Pages' representative on his next visit will help you to improve your Classified Directory advertising.

60 Tons

CONTINUED FROM PAGE 58

Gift certificates good for \$50 toward the purchase of a room air conditioner were given to the first 10 people who came into the store after 8:00 a.m. opening day. There was an offer to credit the full purchase price of any room unit toward the purchase of central residential systems for the first 10 people who phoned on Thursday for a survey. The first 10 children bringing a parent to the store after 7:00 p.m. on each of the three nights of "Operation 60" would get free Davy Crockett hats, and the first 15 people coming in after 11:00 p.m. on Thursday would win free one-year subscriptions to the *Demopolis Times*.

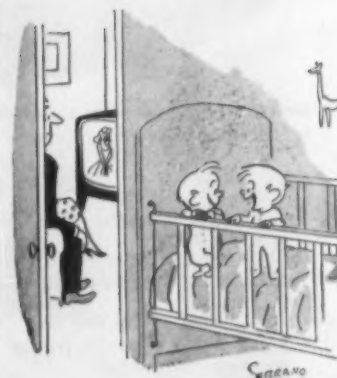
Gifts for Children

To keep the carnival atmosphere going at all times, a constant stream of balloons was handed out to chil-

There are some appliance dealers who cannot tell a lie even when they hear one!

dren who appeared at the store, and cokes and coffee were continuously on hand for shoppers. A concealed "mystery alarm" was set to go off sometime during each of the three nights, and the person present at the time who had filled out the registration card with the lowest number was awarded a Stromberg-Carlson clock-radio. The offer of a free room unit to anyone who could catch Thibodeaux asleep during the 60 hours was repeated, and to cap the climax a grand prize drawing was announced for Saturday night. The person who had filled out the registration card drawn at that time would have a choice of a ½-ton room unit, \$500.00 toward the pur-

(Continued on page 88)



"WAIT TILL THEY TURN ON A GOOD PROGRAM BEFORE WE GET THIRSTY."

IT'S TIME TO KEEP STORE FOR MONEY AGAIN!

Du Mont Opens the Door to LIST PRICE And FULL PROFIT Merchandising

Discount prices have cut everything but the dealer's overhead in the retail television business.

Regardless of how it started, it's time to end it—now.

Today's customer has the money and the willingness to buy and pay for *quality*—if he's *sold* on the basis of quality and not on price alone.

Du Mont is opening the door to a profitable way of life with

A New Franchise for DuMont Dealers

that supports you with

- 1 **THE MOST RESPECTED NAME IN TELEVISION**
Du Mont gives you the prestige line—known and accepted as “the finest in television.”
- 2 **PRICE MAINTENANCE**
With Du Mont Quality you can sell at full list price. There's no need to cut. Your profit is assured.
- 3 **NO “ACROSS-THE-BOARD” FRANCHISING**
Quality dealers, not quantity distribution, under the new Du Mont policy.
- 4 **THE TOP QUALITY “SHORT” LINE**
Carefully planned to give you the best in the business. Fewer models, faster inventory turnover, no “dead-stock” headaches.

Now is the time to put profits and prestige back into the retail television picture. We're ready to go and we mean business. How about you?



“DIAL-O-MATIC” REMOTE CONTROL

Television's newest and only completely automatic remote control. You spin the dial, it does everything else. Optional on Du Mont 21- and 24-inch models.



SEDGWICK
with 24" Screen
Also
SHELBY

with 21" Screen*
Both in Mahogany Grain
Finish or Lined Oak Grain
Finish with Solid White
Oak front frame and legs.

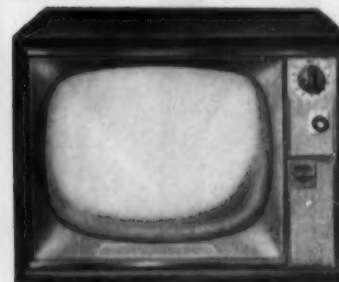


BEACHCOMBER
3-way portable in
genuine leather case.



BREWSTER PORTABLE

with 17" Screen*
Metal cabinet in Mahogany Grain
Finish or Lined Oak Grain Finish.
Handles on sides (not at top) for
easier carrying. Big Screen viewing
with portable convenience.

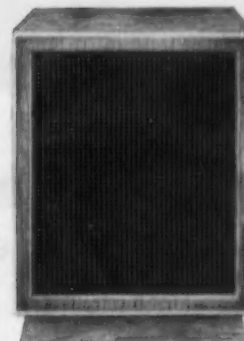


TRAINOR

with 21" Screen
Also

DERBYSHIRE

with 24" Screen*
Both in Mahogany
Grain Finish or Lined
Oak Grain Finish.



MINSTREL HI-FI

Exclusive Dynacoustic Tone
Chamber. Separate bass, treble,
loudness controls. Mahogany
Grain or Lined Oak Grain Finish.

17" measurement is overall diagonal with 149 sq.-in. viewable area.
All 21" measurements are overall diagonal with 262 sq.-in. viewable area.
All 24" measurements are overall diagonal with 332 sq.-in. viewable area.

LET'S TALK IT OVER!
We'd like to give you the whole
story in person. Call or write
your DuMont distributor today.

Allen B. DuMont Laboratories, Inc.,
35 Market Street, East Paterson, N. J.
Manufactured and Distributed in Canada
by Canadian Aviation Electronics, Ltd.

THE TOP QUALITY “SHORT” LINE THAT BRINGS PROFITS BACK TO YOUR STORE!

READY?

GET READY for the biggest merchandising event of the year!

- ★ Westinghouse TV-Radio Coverage of the complete Presidential Campaign gives you *3 times the selling power of '52!*
- ★ 13 solid weeks of selling support over 175 CBS-Television stations . . . 202 CBS-Radio stations . . . reaching 81,000,000 people again and again!
- ★ Commercial after commercial . . . hour after hour . . . day after day . . . throughout both Conventions—weekly during the Campaigns—all Election Night!

GET READY with local tie-in advertising at Westinghouse expense!

Tie in with the Biggest Advertising Concentration in History—in your local newspapers, on local TV—with 100%-Factory-Paid Advertising. Dress up your store as Westinghouse Campaign Headquarters . . . fill your window and in-store displays with featured Westinghouse products! Tell the world you're the dealer that's selling the appliances they'll see in in-use demonstrations in national circulation magazines!

WATCH WESTINGHOUSE cover the conventions on CBS-TV and Radio.



WATCH

*Starting August 13...Westinghouse Political Convention
Broadcasts see to it that*

81,000,000 PEOPLE ARE READY TO BUY!

ARE YOU READY TO SELL?

Get ready for an extra selling season with Westinghouse
Electric Housewares • Bed Coverings • Vacuum Cleaners

THE FULL LINE WITH FULL PROFIT!

GET READY by stocking up on Westinghouse
Campaign "Super Specials"!



\$29.95 ROTISSERIE
plus \$3.50 Betty Furness
Cook Book

\$19⁹⁵

for present and future
Roaster-Oven owners



Reg. \$3.00
COPPERTONE COVER
(or \$2.00 see-through
Glass Cover)

99¢

with Westinghouse Fry Pan
at \$22.95



Reg. \$4.95
**MIXER STAND
AND BOWL**

99¢

with Westinghouse Portable
Mixer at \$18.95

PLUS A LANDSLIDE OF SELLING ON THE WHOLE, FULL-PROFIT LINE!

GET READY to cash in on big extra-profit deals!

There's still time to get in on full-profit Westinghouse Campaign "Specials" . . . on extra-profit Deals
. . . on Free Local Advertising! Better fill in your stock right away. Call your Westinghouse
distributor *today!*

WESTINGHOUSE

WHERE **BIG** THINGS ARE HAPPENING FOR **YOU!**

Whatever your customers want in TV—RCA Victor has it for you to sell!



PORTABLES—The Wayfarer. 108 sq. in. of viewable picture area. High-powered family-size portable. RCA "Silverama" aluminized picture tube, telescoping antenna, sturdy leather handle. In red, gray or ivory. Model 14S707, \$149.95. Ebony Sportster (not shown) Model 14S705, \$129.95.

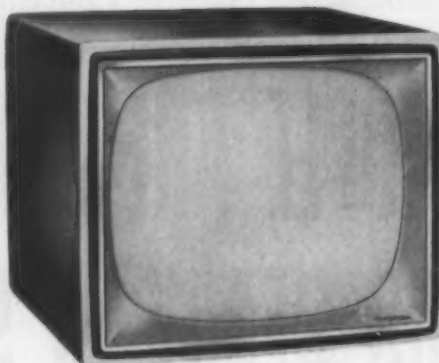


TABLE MODELS—The Dixon. 261 sq. in. viewable picture area. "High-Sharp-and-Easy" tuning, big-speaker Balanced Fidelity Sound, clean modern styling, removable Safety Glass front, RCA "Silverama" aluminized picture tube. Ebony finish. Model 21T715, \$199.95.



LOWBOYS—The Markham Deluxe. 261 sq. in. viewable picture area. "Living Image" picture, 3-speaker Panoramic Sound, built-in phono-jack, illuminated "Front Window" channel indicator, "High-Sharp-and-Easy" tuning. Choice of 3 cabinet finishes. Model 21D750, \$369.50.



"PERSONAL" TV — The "Personal" — smartest, smallest TV ever built! Only 8½" high without stand. 36 sq. in. of viewable picture area. "Hidden Panel" tuning, "Good Neighbor" performance. PLUS removable tilt stand, handle, telescoping antenna—all at no extra cost! In red, gray, ivory or ebony. Model 8PT703, \$125.



SWIVEL SETS — The Enfield. Picture and sound turn together. 261 sq. in. viewable picture area. Personalized tone control, Balanced Fidelity Sound, phono-jack, "High-Sharp-and-Easy" tuning, RCA "Silverama" aluminized picture tube. Mahogany or walnut grained finishes. Model 21T738, \$279.95.



BIG COLOR—The Aldrich. 254 sq. in. viewable picture area. "Living Color" picture, Full Fidelity Color with RCA Tri-Color picture tube, Balanced Fidelity Sound, "Color-Quick" tuning so easy a child can do it. RCA Compatible Color TV receives all Color shows plus black-and-white programs too! Model 21CS781, \$495.

When they see for themselves—they'll sell themselves up—and you profit!

You always have what they want when you sell RCA Victor TV; whether it's style . . . performance . . . value . . . you've got them all! Get 'em out on the floor—and you'll make the sale. There's new portable TV—television to take along. New swivel sets, new rollarounds for easy viewing—any seat is the "best in the house"! There's a complete price range, from just \$125 for the new

"Personal"—to the most luxurious of Compatible Big Color TV that any buyer could

want. It's the greatest "sell-up" line in TV history—show 'em and you'll sell 'em!

RCA VICTOR

Tmks. ©

RADIO CORPORATION OF AMERICA



Manufacturer's nationally advertised VHF list prices shown. UHF optional, extra (not available in "Personal"). All black-and-white sets and some Color sets slightly higher for West and South.

FIRST IN BLACK-AND-WHITE—FIRST IN COMPATIBLE COLOR

PROMOTIONALLY PRICED

for Mass Market Volume, Quick Profits

Crestwood

"Custom Formed"

Electric Blankets

\$19.95

Priced from

twin bed—single control



**Top Quality Line
Northern Deluxe Blankets**



America's finest line of "miracle fabric" electric blankets. Blended with new ACRILAN for softness, greater warmth, color purity. 5 standard pastel colors plus white and flowered design. Gift packaged and guaranteed 2 years.

■ At last you can buy an electric blanket . . . through your distributor . . . priced to sell against *all* competition! Your choice of single or dual control models, twin bed or double bed size. Excellent markup on every blanket! See your distributor, now!

- **MODELS:** All standard types . . . custom-formed to fit mattress
- **FABRIC:** Non-allergenic blend of nylon, rayon, cotton. Choice of 4 colors and flowered design
- **GUARANTEE:** Lifetime mothproof . . . plus full year 100% replacement warranty

See Your Distributor . . . Today!

Northern Electric Company • 5224 N. Kedzie Ave., Chicago 25, Illinois

World's Largest and Oldest Manufacturer of Electric Blankets

The appliance buying power of Wage-Town,

HOW TO DOMINATE

The mass media read in Wage-Town are the Family Behavior Magazines.

The True Story FAMILY BEHAVIOR GROUP

(TRUE STORY • TRUE ROMANCE • TRUE EXPERIENCE • TRUE LOVE STORIES)

with a substantial circulation of over 4,000,000 is the leading 'true-type' magazine group.

Here is your market:

The great majority of Wage-Town's families are also Wage Earner families.

Look at these solid facts:

a.



FAMILY INCOME IS HIGH!

Wage Earner families are more than half of all U. S. families with incomes over \$5,000.

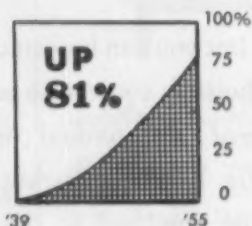
b.



MORE 'LOOSE MONEY' TO SPEND!

The average Wage Earner family has Discretionary Spending Power amounting to \$3,000 per year, over and above their fixed expenses.

c.



GREATER REAL BUYING POWER!

Incomes of Wage Earner families have increased 81% more than the cost of living (since 1939).

Sources: BLS;
Macfadden Publications,
Division of Marketing and Research;
Kemp Audience Study of TSWG Magazines,
March, 1956.

When your message is inside the True Story



WAGE-TOWN is a different market. The True Story FAMILY BEHAVIOR GROUP is edited solely to serve the social, practical and emotional needs of Wage-Town families. Wage-Town families find their self-identification in Family Behavior Magazines.

U.S.A. is enormous. Read...

A VITAL MARKET!

Here's what the True Story FAMILY BEHAVIOR GROUP delivers:

a. A YOUNG AUDIENCE!

26 YEARS

is the median age of its women readers. This is 8 to 12 years younger than the median ages of women who read service magazines, weeklies, or bi-weeklies.

b. A HOUSEWIFE AUDIENCE!

90%

of Family Behavior Group women readers are housewives. There are 155 children under 18 per hundred households; the national average is 115.

c. A VOLUNTARY AUDIENCE!

68%

of Family Behavior Group sales are made on newsstands. High newsstand sales mean high magazine vitality.

d. AN EXCLUSIVE AUDIENCE!

77%

of Family Behavior Group primary households are not reached by any (or all) of the four major women's service magazines.

70%

of these homes are not reached by any (or all) of the four major weeklies or bi-weeklies.

Family Behavior Group—it's inside Wage-Town, U.S.A.!

The **TRUE STORY**

FAMILY BEHAVIOR GROUP

(TRUE STORY • TRUE ROMANCE • TRUE EXPERIENCE • TRUE LOVE STORIES)

reaching the heart of Wage-Town at modest cost

Rounding Up Prospects by the Millions!

60 Tons

CONTINUED FROM PAGE 80

BE SURE THIS BRAND
is on the range you buy



ROPER
Tem-Trol
AUTOMATIC
TOP BURNER

TRADE AND SAVE DURING
OLD STOVE ROUND-UP TIME



EXCLUSIVE ON

ROPER

"America's Finest GAS Range"

Makes Any Utensil **AUTOMATIC**

Here's carefree cooking... better cooking. "Tem-Trol" accurately holds any heat you want... frying-hot to serving-warm. Foods cook just right every time. No burning or boil-overs. With "Tem-Trol" on the job you're free for other things. Geo. D. Roper Corporation, Rockford, Illinois.

Easy Cooking Without Looking!



Bacon without burning



Perfect Hollandaise sauce assured



Cream soups without curdling

Ask, too, about ROPER "arrANGEable" Built-in GAS Ranges,
and ROPER "Dry-Air" Automatic GAS Clothes Dryers

WRITE FOR
FREE FOLDER NO.



HERE'S THE SCORE:

The large, colorful ad at left appears in House & Garden's September issue and House Beautiful's October issue. Other Roper ads appear in House & Garden's Book of Building, Living and Woman's Home Companion, reaching...



6,000,000 PROSPECTS BEING PRE-SOLD ON THE ROPER "TEM-TROL" BRAND

In the eye-catching spirit of the Old Stove Round-Up, Roper ads this fall aim at prospects in every area. Get your share of results. Identify your store as Roper headquarters in your advertising... in store displays... any way you can. Promote Roper and the Round-Up... you'll corral new gas range sales and profits!

IT'S OLD STOVE ROUND-UP TIME

Geo. D. Roper Corporation
Rockford, Illinois

I want to tie in with Roper on the Old Stove Round-Up. Rush me full details and franchise information.

Firm Name.....

Individual.....

Street Address.....

City..... State.....

8M854

TIE IN WITH THE OLD STOVE ROUND-UP



Radio Scripts



Consumer Folder



Newspaper Ads



Display Background



Direct Mail

GEO. D. ROPER CORPORATION, Rockford, Illinois



ROUND UP NEW SALES

ROPER

OLD STOVE ROUND-UP

"America's Finest GAS Range"

chase of a central residential system, or an all-expense week-long vacation for two in Miami.

The morning of July 7th dawned bright and clear, but "Operation 60" started off slowly. The tenth customer didn't straggle in to claim his \$50 gift certificate until 2:17 in the afternoon. But later in the afternoon and that evening the pace began to quicken. By the time the grand prize was awarded at 8:00 p.m. Saturday, 745 people had filled out registration cards—about one out of every eight people in Demopolis. Over 1,200 balloons, \$100 worth of coonskin caps, 1,300 Cokes and 300 cups of coffee had been given away.

Impressive Results

But the statistics that really tell the story didn't become apparent until nearly midnight, after the doors had closed and the haggard sales crew had a chance to compare notes and sales orders. They were elated at the results. Signed contracts had been obtained for 32 tons of air conditioning: six residential units, three self-contained units and two room air conditioners. A second check with Thibodeaux two weeks later revealed that the bag had risen by seven more tons since the close of "Operation 60" with the sale of another 5-ton commercial unit, two room units and an order for a 400-lb. ice machine.

Subsequent follow-ups on the registration cards qualified 147 real residential prospects. With 39 tons and an icemaker already on the books, the 30 to 40 tons of residential sales and the 20 tons of room units his prospect backlog yielded, total sales from the event went well over the original 60-ton objective. In addition to all this, two families instructed the architect building their homes to work with Thibodeaux on air conditioning layouts.

Total cost of "Operation 60" was about \$750.00, of which \$400.00 was co-oped between his distributor and Carrier Corp. Retail value of equipment sold during the 60 hours was \$22,000, with \$10,000 in additional sales resulting immediately afterwards.—End

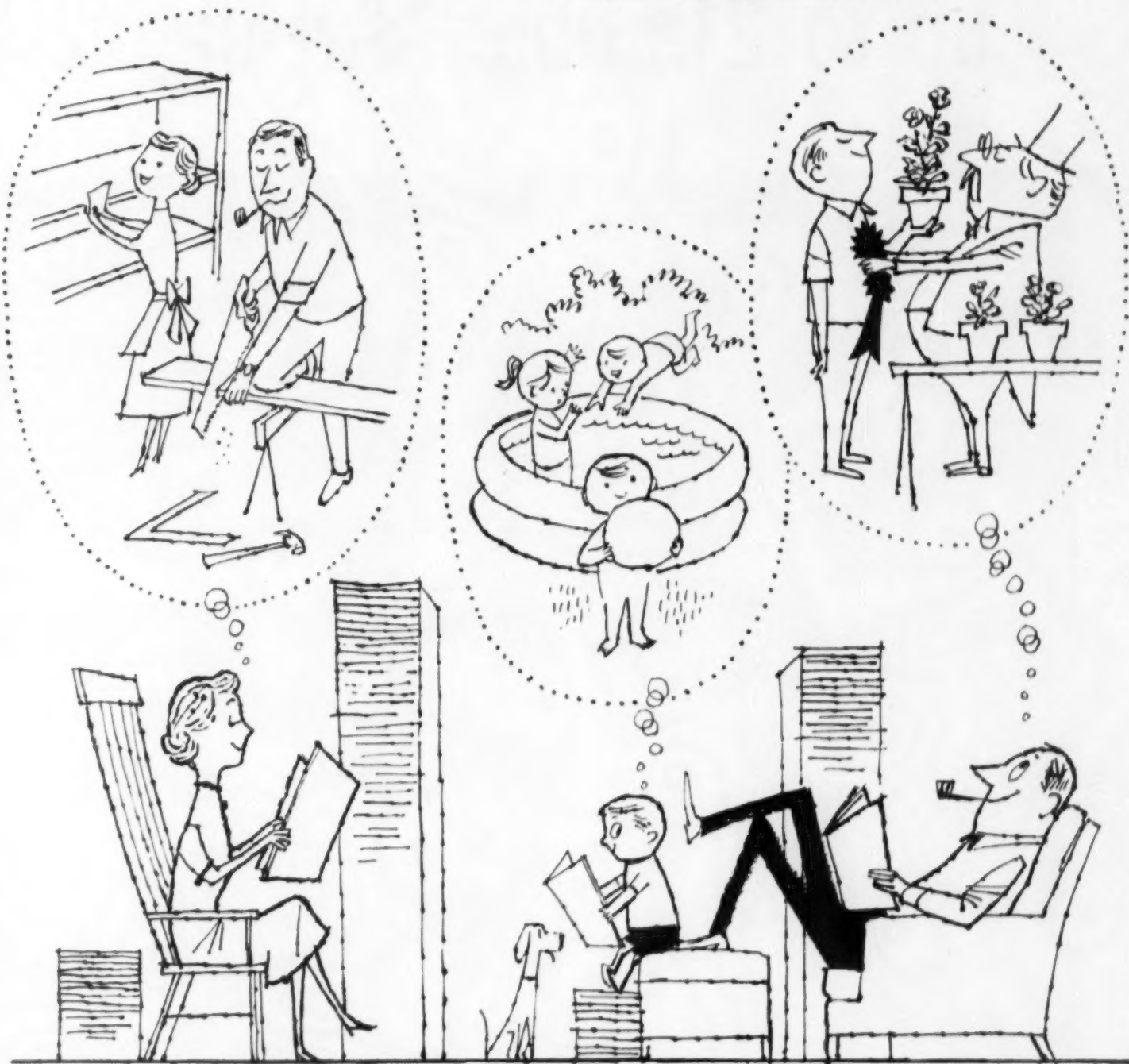
TO CHECK PRODUCT FEATURES

See the year 'round marketplace...
Index to advertisers
at back of book.

month after month...

15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens!

4,250,000 DELIVERED COPIES EACH MONTH



One example of how BH&G readers live by their favorite magazine: 9,400,000 referred to one or more back issues, 4 to 12 months old, within the past 4 weeks. BH&G lives with the family—judged by its usefulness instead of its date.

**15,500,000 people read an average issue of BH&G!*

One-third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That's 44,150,000 people—and over 40% of them are men!

during the year...

1/3 of America reads
Better Homes and Gardens!

Meredith Publishing Company • Des Moines 3, Iowa

* A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956

New General Electric Wall up to 21-cubic-foot capacity



The General Electric Wall Refrigeration Center is available in Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown—or White.

Refrigeration Center offers in free-standing unit

Display it on your selling floor for more unit sales! You can sell the complete Center as a package—or sell one, two—or more—units individually to suit your customers' needs.

One of the wonderful advantages of this beautiful General Electric Wall Refrigeration Center is that it creates a wider market for the dealer.

With this one display, you can feature an 11-, 16- or 21-cubic-foot Refrigeration Center to suit almost every customer's individual needs.

For example, you can demonstrate the 16- or 21-cubic foot center shown at left. It includes the 11-cubic-foot Wall-Refrigerator-Freezer plus one or two 5-cubic-foot General Electric Roll-Out Freezers under the counter.

Or, for customers interested in a smaller center, or those who would rather have more cabinet space, you can sell the 11-cubic-foot G-E Wall Refrigerator-Freezer with

extra General Electric base cabinets in place of the under-counter freezers.

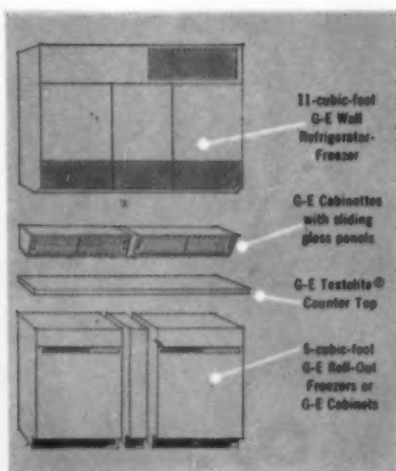
So versatile

The G-E Refrigeration Center may be installed as a room divider, as shown at left, for dramatic effect. Or, it may be placed against an existing wall. Or, the Refrigerator may be recessed into the wall or hung on the wall like a cabinet. Never before have there been so many possibilities for your prospects—or sales opportunities for you.

See your General Electric distributor for complete details, Household Refrigerator Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

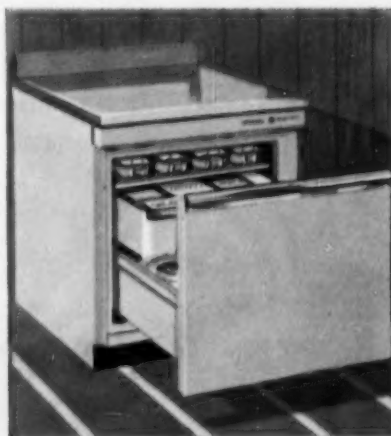


These are the various units. Install one, two, three or more units for any arrangement. Appliances are simply "stacked on." Saves the cost of finishing an exterior wall or erecting a partition wall.

G-E Wall Refrigerator-Freezer or G-E Roll-Out Freezer may be installed separately!



G-E Wall Refrigerator-Freezer. Everything at your eye level. Everything is easily accessible. And because this appliance hangs on the wall, floor space is gained for extra counter surface and base cabinets.



G-E Roll-Out Freezer holds up to 173 pounds of frozen foods. Freezer glides out smoothly and silently like a filing cabinet. Top section holds the foods you use most. Bottom section holds bulky foods.



When all the shouting is over and the last campaign speech has been made, isn't this what all the struggle is really about?

You and your neighbors are going to march to the polls November 6 and settle things the American way.

Not by fists or by force, not with a penalty if you don't vote, or the secret police checking up to see if you did.

You'll vote because it's the thing to do.

Vote as you please, of course—but vote.

Vote for the party and the candidates you honestly believe will represent you best.

But also vote because you believe in this democracy of ours and you want to keep it the way it is—a country where you can have your say and nobody else can say it for you.

Everybody you know will be there.

We'll see you at the polls.



VOTE NOVEMBER 6th!

SELL-BACK PROMOTION MOVES TV TRADE-INS

CONTINUED FROM PAGE 74

in cost—or picture tubes, another \$25 to \$50," Grove admits. A few sets may cost as much as \$25 to recondition. But there are others where the cost is below \$15 and, all considered, it is an economical way to please the customer and to move a trade-in out of the store, he feels.

The store is very fussy about used merchandise, screens it carefully and "if it is junk, removes it from the market" and always makes sure that the set (or appliance) is in good working order and presents a good appearance when it leaves.

The set is tested carefully and new parts or tubes are installed. The store goes a step further and gives customers a 30-day guarantee on the used set. Under the terms of the guarantee, Benike's will go 50-50 with the customer on the cost of any parts. The customer must assume labor costs, but, if he wants to bring the set in, even that cost is exempted.

The store features drive-in repair service, has a large canopy over the entrance to this department which protects the set when it is unloaded from the customer's car in bad weather. "About 10 percent of our repair work is brought to the store by the customer and called for by him," Mr. Grove says. "Many working couples, who would have to make special arrangements for access to their set at home by our repairmen, appreciate being able to drive in with their TV set in the morning and pick it up at the end of the day—saving themselves a service call fee at the same time."

Benike's started as a service company, feels that it is particularly capable at the business of repairing and reconditioning and, therefore, has great confidence in the used merchandise it offers for sale.

"We never wholesale used TV sets out of the shop," Mr. Grove asserts. "We consider each one as an individual unit, recondition it to the point of satisfactory operation, polish and otherwise give it a good appearance and sell it at a profit."

The store's record of 600 used set sales annually, when considered in context with new set sales of something over 1,000 sets each year, is proof that Benike's does a thorough-going job.

Reliance is never placed on one idea alone to keep customers interested although the buy-back-your-old-set-at-half-the-trade-in-allowance idea has proved so appealing that it is being continued indefinitely instead of for the 10 days originally planned.

Payment by the Pound

In another recent second TV set promotion, the store sold between 15 and 18 used sets in one day following an advertisement which invited customers to come in and be weighed. The combined weight of the customer and his wife (or other member of the family, friend, etc.) figures at the rate of 2½ cents per pound would be considered as the store's down payment gift to the customer. If the customer came in alone, he was offered the loan of the store's manager, 210-pound Mr. Grove. This promotion was just for used sets and, included in the ad were sample descriptions and prices, such as, 17-inch table model, \$49.95 or 21-inch table model, blond, \$84.95.

In a "sellathon" early in 1956 the store stayed open three days and night in a row, sold 50 new sets and 20 used ones. The regular sales crew, plus two extras, handled the non-stop schedule while customers shopped, drank 60 gallons of coffee and ate \$75 worth of doughnuts.

Benike's appropriates \$65,000 annually for advertising, divided on the basis of 60 percent for television and 40 percent for white goods.

The decision to channel the bulk of advertising money thus was coordinated with a move in November, 1954, to consolidate the company's three sales stores and one repair center into one large store.

"With approximately 6,000 square feet of space we feel that we have at least two advantages over the previous multi-unit method of operation," Mr. Grove says. "We have a larger display area and can present goods more attractively and, with the repair center here, we have more store traffic which is reflected in increased sales." **End**

LEAVES SOON WILL BE FALLING . . . but there's no reason why your TV sales should not rise as the fall selling season arrives. Next month **ELECTRICAL MERCHANDISING** will bring you its annual issue devoted to television and the allied entertainment mediums. Read about the impact of color, what's ahead for black and white TV, ideas that will help make your TV sales click. You'll find all these and more in the September issue of

ELECTRICAL MERCHANDISING.

ONLY *Bridgeport* Copperware has the **Magic Heart** of Copper



...and nothing's hotter than copper!

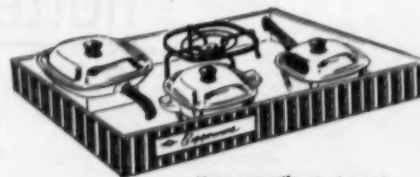
**THE NEW LEADER — WITH NEW STYLE, NEW SELL
BACKED BY POWERFUL NATIONAL ADVERTISING**



Magic Heart—heat-carrying copper, rim to rim, for faster, gentler cooking—between two layers of stainless steel for heat-retention, easy cleaning, lifetime beauty.

Range-to-Table Styling that puts it out front in the newest dining trend.

New Squared Shape—cooks more, does more—ideal for square-packed frozen foods, non-drip pouring from corners.



Most versatile starter set ever offered; each piece doubles in service—as shown above.

Complete sets also available in Copper Clad style—warm glowing copper outside, rim to rim, stainless steel inside.

**The
PRIDE & JOY
SET**

The finest you can own...or give!
BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONNECTICUT
Producers of better metals for America since 1865

HOTPOINT TV IS REALLY IN THE BUSINESS!

with these distributors who
can put you in business
selling America's
hottest TV line!



BOSTON DISTRICT

General Electric Supply Co.
145 N. Beacon Street
Boston 35, Massachusetts
Harris Avenue & Acorn
Providence 1, R. I.
163 Mechanic Street
Worcester 8, Mass.
484 Worthington Street
Springfield 1, Mass.

Paul Jeffrey Co., Inc.
112 Baker Street East
Industrial Park
East Syracuse, New York
Long's Distributors, Inc.
70 State Street
Binghamton, New York
Havens Electric Co., Inc.
31 Hudson Avenue
Albany 1, New York

NEW YORK DISTRICT

General Electric Supply Co.
585 Hudson Street
New York 14, New York
Broadway & 4th Street
Hicksville, New York
16 Harrison Avenue
Yonkers, New York
254 Elizabeth Avenue
Newark 8, New Jersey
General Electric Supply Co.
1899 Seaview Avenue
Bridgeport 8, Connecticut
74 Forbes Avenue
New Haven 13, Conn.
2864 Main Street
Hartford 1, Connecticut
23 Nichols Drive
Waterbury 20, Connecticut

PHILADELPHIA DISTRICT

General Electric Supply Co.
401 E. Hunting Park Ave.
Philadelphia 24, Pa.
Graybar Electric Co., Inc.
1941 Hamilton Street
Allentown, Pennsylvania
1039 S. 13th Street
Harrisburg, Pennsylvania
22 S. Third Street
Reading, Pennsylvania
1005 W. 4th Street
Wilmington 3, Delaware
General Electric Supply Co.
200 W. River Avenue
Pittsburgh 12, Pennsylvania

CHARLOTTE DISTRICT

Hotpoint Appliance Sales Co.
700 Tuckaseegee Road
Charlotte 6, N. Carolina
47 Rankin Street
Asheville, North Carolina
1111 Willowbrook Drive
P. O. Box 3425
Greensboro, N. Carolina
200 Hooker Road
Greenville, N. Carolina
800 W. Poole Avenue
Raleigh, North Carolina
461 Robeson
Fayetteville, N. Carolina
1076 Berea Road
Columbia 17, S. Carolina
Bluefield Supply Co.
116 Bluefield Avenue
Bluefield, West Virginia

Hotpoint Appliance Sales Co.
1503 Sherwood Avenue
Richmond 20, Virginia
515 Norfolk Avenue S.W.
Roanoke 16, Virginia
709 E. 26th Street
Norfolk 1, Virginia
1802 W. Pembroke Avenue
Hampton, Virginia
1228 Carter Street
Chattanooga, Tennessee
1218 Riverside Drive
Knoxville, Tennessee
2505 Bransford Avenue
Tenn. Siding No. 307
Nashville, Tennessee
c/o Ferguson Transfer Co.
Johnson City, Tennessee

ATLANTA DISTRICT

Hotpoint Appliance Sales Co.
710 Murphy Avenue S.W.
Atlanta 1, Georgia
1547 1/2 15th Street
P. O. Box 3334
Augusta, Georgia
412 Hodges Avenue
P. O. Box 1150
Albany, Georgia
917 Old Louisville Road
P. O. Box 984
Savannah, Georgia
Hotpoint Appliance Sales Co.
530 E. Forsyth Street
Jacksonville 2, Florida
429 Hamer Street
Orlando, Florida
604 Ella-Mae Street
P. O. Box 1287
Tampa 1, Florida
P. O. Box 2545
Parcel Post Station
Tallahassee, Florida
2770 N.W. 24th Street
P. O. Box 613
Miami 52, Florida

Hotpoint Appliance Sales Co.
P. O. Box 1185
Birmingham 4, Alabama
Graybar Electric Co., Inc.
701 N. Joachim Street
P. O. Box 1123
Mobile 6, Alabama
Hotpoint Appliance Sales Co.
353 S. Front Street
P. O. Box 309
Memphis, Tennessee
603 E. Markham Street
P. O. Box 1298
Little Rock, Arkansas
90 Fannin Street
Shreveport, Louisiana
6 & 8 Breard Street
P. O. Box 995
Monroe, Louisiana

DALLAS DISTRICT

Graybar Electric Co., Inc.
1702 Cullen Blvd.
Houston 3, Texas
1070 Fannin Street
Beaumont, Texas
1311 Agnes Street
Corpus Christi, Texas
1116 Magnolia Street
New Orleans 13, La.
154 E. Porter Street
Jackson 9, Mississippi
2442 Ted Dunham Avenue
Baton Rouge 1, Louisiana

Graybar Electric Co., Inc.
717 Latimer Street
Dallas 1, Texas
1107 Foch Street
Fort Worth 7, Texas
601 E. Second Avenue
Amarillo, Texas
1401 Hackberry Street
San Antonio 8, Texas
1601 S. Treadway
Abilene, Texas

CLEVELAND DISTRICT

Graybar Electric Co., Inc.
1100 E. 55th Street
Cleveland 3, Ohio
975 E. Tallmadge Avenue
Akron 10, Ohio
Graybar Electric Co., Inc.
602 W. Rayen Avenue
Youngstown 1, Ohio
W. A. Case & Sons Mfg. Co.
20th & Ease Avenue
Erie 3, Pennsylvania
Hotpoint Appliance Sales Co.
1210 Main Street
Buffalo 9, New York
Tel. Summer 7150

CINCINNATI DISTRICT

Hotpoint Appliance Sales Co.
215 W. Third Street
Cincinnati 2, Ohio
601 E. Third Street
Dayton, Ohio
146 N. Third Street
Columbus 15, Ohio
1723 Tenth Street
Portsmouth, Ohio
Graybar Electric Co., Inc.
1709-13 E. Columbia
Evansville 14, Indiana
Graybar Electric Co., Inc.
360 Farmington Avenue
Louisville 13, Kentucky
Wheeling Kitchen &
Equipment Co.
36th & McCollock
Wheeling, West Virginia
Hotpoint Appliance Sales Co.
1250 Stadium Drive
Indianapolis 2, Indiana
2001 Broadway
Fort Wayne, Indiana
100 N. First Street
Terre Haute, Indiana
904 Burlington Drive
Muncie, Indiana
406 Columbia
South Bend, Indiana

CHICAGO DISTRICT

Hotpoint Appliance Sales Co.
845 S. Clinton Street
Chicago 7, Illinois
810 20th Street
Rockford, Illinois
12600 Southfield Road
Detroit 23, Michigan
206 Grandville Avenue
Grand Rapids, Michigan
The Rock Smith Co.
Office & Parts Co.
1111 E. River Drive
Davenport, Iowa
Hotpoint Appliance Sales Co.
540 S. First Street
Milwaukee 1, Wisconsin
1307 W. Spencer Street
Appleton, Wisconsin

Graybar Electric Co., Inc.
824 S. Fourth Street
Minneapolis 15, Minn.
300 N. Phillips Street
Sioux Falls, S. Dakota
1732 W. Michigan
Duluth 2, Minnesota

KANSAS CITY DISTRICT

Hotpoint Appliance Sales Co.
1401 Fairfax
Trafficway Building "C"
Kansas City, Kansas
Hotpoint Appliance Sales Co.
1812 N. 13th Street
Omaha, Nebraska
Hotpoint Appliance Sales Co.
3020 Portland Avenue
Oklahoma City, Oklahoma
Hotpoint Appliance Sales Co.
2647 Locust Street
St. Louis 3, Missouri

LOS ANGELES DISTRICT

General Electric Supply Co.
700 Turner Street
Los Angeles 54, California
450 Second Avenue
San Diego 12, California
1234 "O" Street
P. O. Box 2066
Fresno, California
General Electric Supply Co.
1102 N. 22nd Avenue
P. O. Box 2009
Phoenix, Arizona
Gorman Engineering Co.
1701 Texas Street
El Paso, Texas
General Electric Supply Co.
1429 18th Street
Denver 17, Colorado
820 N. First Street
P. O. Box 611
Albuquerque, New Mexico

SAN FRANCISCO DISTRICT

Graybar Electric Co., Inc.
1750 Alameda Street
San Francisco 1, California
1911 Union Street
Oakland 7, California
1900 Fourteenth Street
Sacramento 1, California
336 N. Third West Street
Salt Lake City 13, Utah
1325 Idaho Street
Boise, Idaho
Graybar Electric Co., Inc.
King & Occidental Streets
Seattle 4, Washington
1033 W. Gardner
Spokane 1, Washington
604 E. Aluminum Street
Butte, Montana
2112 "A" Street
Tacoma, Washington
P. O. Box 4169
Portland 9, Oregon
2180 W. Sixth Street
Eugene, Oregon

HOTPOINT CO. (A Division of General Electric Co.)

DOMESTIC SERVICE
Check the class of
service desired; other-
wise this message
will be sent full rate.

WESTERN
TELEGRAM

WOMAN'S FRIEND
WASHER SALES UP
50% OVER 1955

TO ALL DEALERS =

REACH THE PROFITABLE WRINGER WASHER

MARKET WITH THE 1956 STYLE-LEADER =

WOMAN'S FRIEND SUPER-REGENT IN

BEAUTIFUL PASTEL COLORS =

NO RINSE TUBS NEEDED



Model 56-SRPT

*Sold direct—
factory to dealer*

*Margin is higher—
about 42%!*

No installation costs

*Easy delivery—Big
trade-in possibilities*

*Write for catalog
and prices!*

Central Rubber & Steel Corporation
Findlay, Ohio

OVER 50 YEARS MAKING GOOD WASHERS!

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE



RCA WHIRLPOOL Built-in Ranges

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Models: 10-unit line of electric and gas built-in ranges.

Selling Features: Of stainless steel, white porcelain enamel and antique copper finishes, the line consists of 2 electric, 3 gas ovens, 2 electric and 3 gas surface units.

Finger-tip control panels offset enough to assure easy manipulation; ovens may be installed in kitchen cabinets or directly in kitchen walls.

Surface units available in 2- and 4-burner arrangements may be built into countertops at standard or optional heights to suit needs of homemaker.

Electric ovens in stainless or copper-tone with chrome trim; both are automatic with a 1-hr. minute timer which controls oven and an appliance outlet located below oven door; timer sounds buzz at end of period; signal light indicates oven in operation; gray porcelain enameled interior is 17 in. wide and high, 19½ in. deep rounded interior corners; hinged 1800 watt rod type bake element; a 3000-watt open coil broil element is removable; 2 chrome plated oven racks have pull-out safety stops; heat-proof oven window; oven light operated by switch on control panel; overall dimensions 22½ in. wide; 29½ in. high; 23½ in. deep.

Surface units available in 2- and 4-burner arrangements; electric units have 7-heat switch and tiny signal light above control dials to indicate element in use; hinged for easy cleaning; extra large aluminum drip bowls lift out for washing; 4-burner model has two 2100 watt, 8-in. burners located right front and left rear; and two 1250-watt, 6 in. burners; overall dimensions 29½ in. wide, 21 in. deep and 3½ in. high.

2-burner unit has one 2100 watt 8-in. burner and one 1250-watt

6-in. burner; overall dimensions 13½ in. wide, 21½ in. deep and 3½ in. high.

Top gas oven is equipped with automatic ignition, 18,000 btus gray porcelain enameled interior; stainless steel exterior. Two other models have 14,000 btu burners; one stainless, the other white porcelain enamel with chrome trip; all models have clock oven control with 4-hr. minute timer and buzzer, interior floodlight with push-switch control; heat-proof oven window; waist-high broiler located beneath oven has drop-front door; broiler pan glides out for easy access.

Gas surface units have fast-acting pilot lights, burners with "click" simmer setting and large porcelain spill-over trays, front mounted control panel.



BEN-HUR Freezer-Refrigerator

Ben-Hur Mfg. Co.,
634 E. Keefe Ave.,
Milwaukee, 12, Wis.

Model: Ben-Hur "Duet" combination freezer-refrigerator No. BRF-86.

Selling Features: Freezer compartment located at bottom has 6 cu. ft. capacity, holds up to 210 lbs.; heavily cold coiled top and bottom; large shelf and second shelf are removable; 3 large dispensers in selectomatic door automatically dispense packages; easy-to-clean door partitions are removable and adjustable for various size packages; door hinge is designed to be easily lifted off to get through narrow passages. Refrigerator compartment has 8 cu. ft. capacity; meat keeper and crisper have glass cover; shelves in door with plastic inner doors; large capacity evaporator with shelf; control has 7 cold positions and "off"; interior lights; large built-in door shelves with plastic sliding doors; egg wells; chrome door latch.



G-E Toast-R-Oven

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Device: G-E automatic Toast-R-Oven.

Selling Features: Serves as an automatic toaster and an oven; features 2 separate toasting sections; a vertical section for making 2 slices of regular toast, and an oven drawer for making buttered toast, canapes, English muffins etc., selector dial for toasting operation desired and another dial sets degree of brownness in tops and oven sections; chrome-plated steel shell with heat-resistant plastic handles, feet and controls; drawer is removable for cleaning.

Price: \$29.95.



KELVINATOR Electronic Range

Kelvinator Div.,
American Motors Corp.,
Detroit, 32, Mich.

Device: Kelvinator electronic range available in built-in or stack-on models with polished chrome shell. **Selling Features:** Perforated metal screen in door for viewing foods and venting; cut-off door handle safety switch stops cooking when door is open; 2 indicator lights: one for browning, another for microwave cooking; 4 controls: main power switch; hi-lo selector switch permits an alternate cooking speed

for roasts, etc; magnetron cooking switch with automatic timer and signal; and browning element switch, which is calibrated up to 5 minutes; recipe file under cooking area has 300 recipes; aluminum oven interior; operates on 220-volt current; 208-to-250 volts 60-cycle a.c. Magnetron 2450 megacycles per second; has 7.7 k.w. (browning element 4. kw, electronic cooking 3.1 kw); Therm-O-Disc control breaks circuit if temperature rises due to any blower failure.

Price: \$1195. (including delivery, installation and 1-year warranty.)



WESTINGHOUSE Bed Coverings

Westinghouse Electric Corp.,
Mansfield, O.

Models: New line of electric bed coverings include twin and double bed size blankets and a new low-cost electric sheet.

Selling Features: New blankets made of a blend of 10% nylon plus rayon and cotton; equipped with Automatic Watchman thermostatic control; will maintain selected temperature regardless of the changes in room temperature during the night, control also features a neon signal light that glows when the control is "on" and an indexed warmth selector dial; available in 3 pastel colors—pink, blue and green; double bed size models available with single or dual control.

New sheet of white plisse comes with single or dual control, will fold neatly into an overnight case; ivory plastic control with modern rounded lines contain "snap" switch to turn sheet "on" and "off"; selector knob permits dialing desired warmth.

Prices: \$29.95 for twin size blanket (No. EB-563); \$34.95 for double bed size with single control (EB-561); \$39.95 for double bed size dual control (EB-562). Sheet, \$19.95 for single control (ES-561) and \$24.95 for dual control (ES-562).

“Skimpy Wiring” ads keep on the job for you!

Appearing in the Saturday Evening Post, This Week and Better Homes and Gardens (reaching more than 20,069,000 people), Kennecott's dramatic advertisements continue to warn homeowners about the evils of “Skimpy Wiring.”

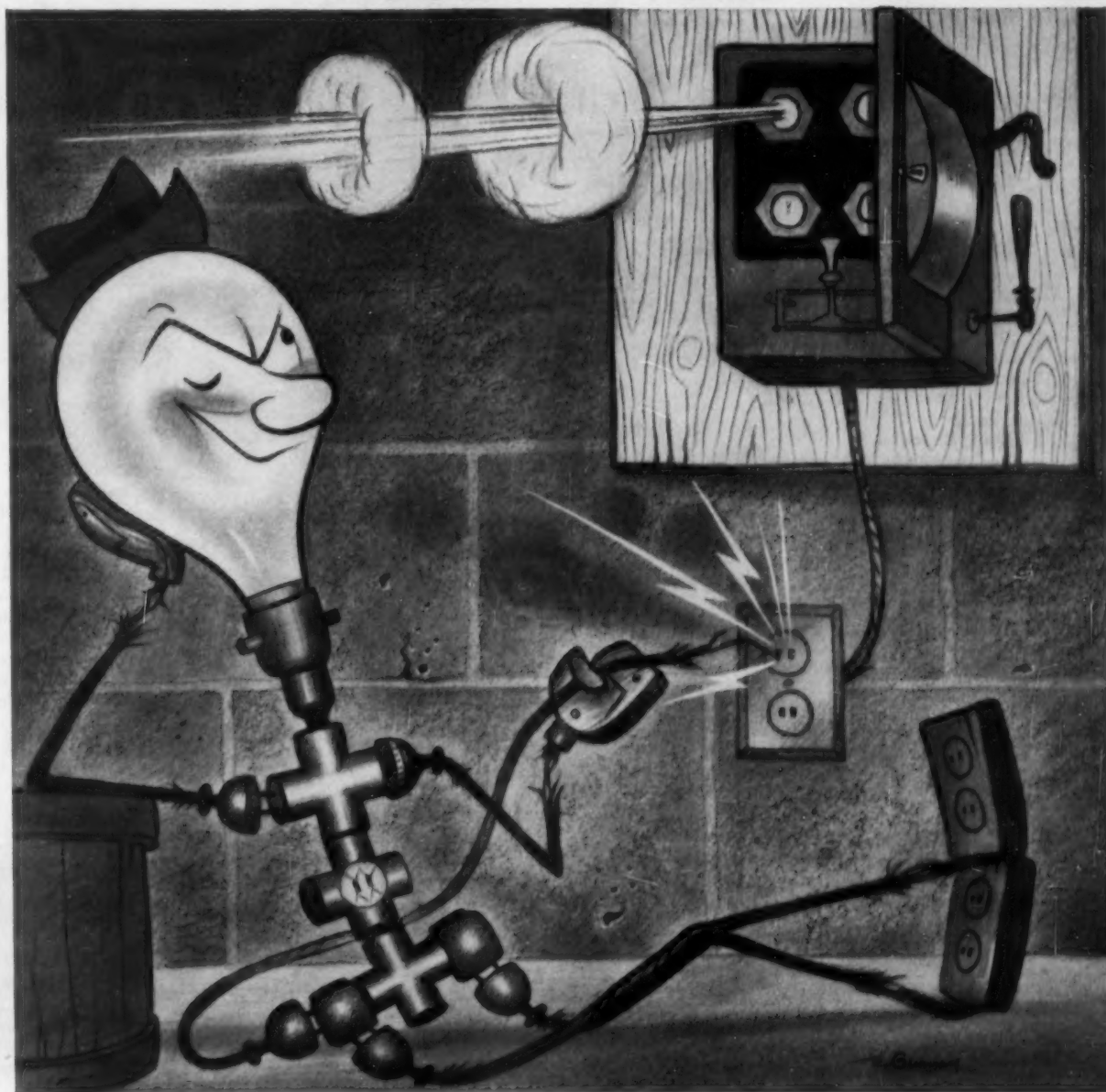
Here's another ad in Kennecott's drive
*to help you increase your sales of electrical
appliances!*

Let Kennecott help
you, too, with your
local campaign for
full *HOUSEPOWER*
with *copper* wiring.

**SEND FOR FREE
PROMOTION MATERIAL**

Tell your customers the vital story of better home wiring. Send today for free poster-sized blowups of Kennecott's full-page national advertisements for display in your store. Get free samples of the educational booklet, "The ABC of Home Wiring." Ask for list of at-cost prices of material available for your direct mail use. No cost, no obligation! Just write on your letterhead to Kennecott Copper Corporation, Dept. M86, 161 East 42nd St., New York 17.

FUSE-POPPER!



Is Skimp Wiring haunting your home? Do your electrical fuses keep blowing, or your circuit-breakers tripping? Here's the little character who's to blame . . . Skimp Wiring, the electrical delinquent who plagues every inadequately wired home. Not only does Skimp Wiring cause fuse troubles, he affects your appliances. Slowly-

heating toasters, broilers...sluggish vacuum-cleaners, electric razors . . . lights that flicker or dim . . . TV pictures that "wince" or grow small—all are signs that Skimp Wiring is up to his mischief!

Skimp Wiring can be dangerous, too. Weak, undersized wires, overloaded circuits, improper fusing, can lead to fire!

It's easier and can cost less than you think to change to full-powered, efficient *copper* wiring. Ask your electrical contractor or your local power company.

Get Free Booklet! Write for your free copy of "THE ABC OF HOME WIRING." Address Kennecott Copper Corporation, Dept. T-56, Box 238, New York 46, N. Y.



Kennecott Copper Corporation

Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.



FRIGIDAIRE Built-In Range Units

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: New Frigidaire built-in oven units feature Wonder wall oven; redesigned 24-in. and 48-in. fold-back surface sections and new drop-in, 4-burner surface units.

Selling Features: Wonder built-in wall oven features a removable divider which, when in place, permits broiling in upper section while baking at a different temperature below. When divider is removed the full-sized 17-in. oven handles large turkey. Other features include space-saving French doors—when one door is opened the other opens automatically; automatic controls. Two other 17-in. wall oven units with French doors are also available in Imperial and Super series. Imperial has automatic cooking controls, Super has manual controls; automatic electric rotisserie are available as accessory equipment.

Fold-back surface units now provide 2 handy folding Radiantube heating units in a 24-in. width or 4-units in a 48-in. width; finished in stainless steel, each 24-in. section has a 6 and 8-in. unit; entire section is hinged, both units fold in backpanel, leaving most of countertop free as work area; safety switch turns off heat automatically when units are folded away; illuminated heat settings located on vertical switch controls for right or left-hand installation; both 24- and 48-in. sections available as complete assemblies.



Built-in drop-in cooking tops have 4 Radiantube units—easy to clean, 1-piece top with gently raised edges designed to catch and hold spillovers; fingertip controls clustered on left side. One model features Speed-heat and Heat Minder units.

Ovens available in pink, gray, yellow or green porcelain as well as stainless steel; Fold-back and

NEW PRODUCTS

drop-in surface units come in finishes to match.

Prices: Wonder oven, \$199.95 porcelain, \$209.95 stainless. Fold-Back surface units from \$89.95 for 24-in. size; drop-in units from \$109.95 for porcelain model; speed heat and heat minder unit \$139.95 in porcelain.



SPEED QUEEN Wringer Washer

Speed Queen Corp.,
Ripon, Wis.

Device: Speed Queen top wringer washer No. 91 has been restyled. **Selling Features:** New automatic timer stops machine at completion of wash; timer is calibrated from one to 8-minutes to show proper wash time for various fabrics; dial is set at beginning of each load, bell rings and machine automatically shuts off when run the elapsed time; copper trimmed; bowl-shaped stainless steel tub; polished aluminum agitator, tangle-proof; arc-cuate transmission sealed and permanently lubricated. No. 91P is the same model with a power driven drain pump and rubber hose; handy shut-off valve is also provided.

A new model 42, restyled from last year's 40 is also available with a "long skirt" single wall unit of conventional design. Models A60 and model 50 are also again available.

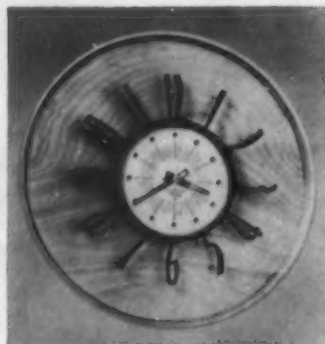


G-E TELECHRON Clocks

General Electric-Telechron Clocks,
Ashland, Mass.

Models: 11 new clocks in GE-Telechron 1957 line.

Selling Features: Videoclock, combination clock and timing unit for radio, TV or any appliance that rates up to 840 watts; will turn any of these appliances on or off automatically according to pre-set sched-

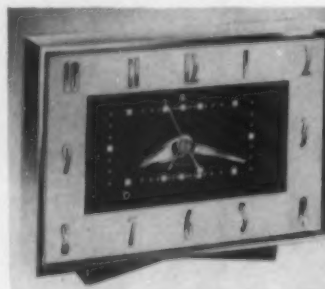


ule; black case with gold textured panels, black hands and numerals and aqua sweep second hand.

Wallwood, wall clock with round wood frame of birch; "floating" numerals in black, brass or chrome.

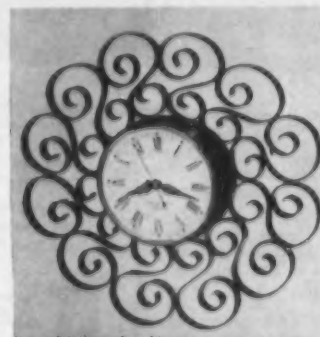
Tac Toe, rectangular kitchen clock has simulated tile colored dial with white border and molded clear polystyrene crystal. Dial comes in 4 colors—red, turquoise pink and yellow.

Symmetry, round kitchen clock 8½ in. diam; available in red or yellow case with chrome bas-relief sunburst inset on white or copper insert with white case, or brass with brown case.



Graph and Designer are luxury clocks with 24-k. gold-plated bezels; Graph has metal dial with radiating lines; Designer is a gold rectangle 4½ in. high, 7 in. wide with gold hands and raised numerals on recessed luminous dial.

Etching, desk type alarm in light or dark leather with brass bezel and dial in a vertical facade of gold filigree pattern.



Contrast, wrought-iron wall clock features scroll motif with simple dial, classic roman numerals.

Starter, and Snooz-Alarm, alarm

clocks; Starter has gray case with white numerals; Snooz-Alarm is a repeat alarm; light blue face with grey square bezel.

Prices: From \$3.98 for Starter to \$17.95 for Designer.



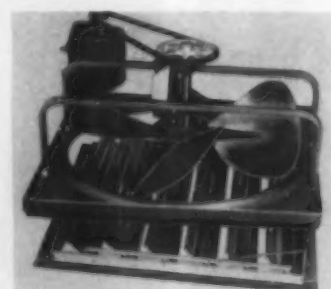
WESTINGHOUSE Coffeemaker

Westinghouse Electric Corp.,
Mansfield, O.

Model: Westinghouse 10-cup automatic coffeemaker.

Selling Features: New type pump combines quick action of Corox heater to provide 10 cups mild to strong coffee in 10-minutes; markings on inside pot show user how much water is needed to make desired amount of coffee; new pump assembly has no moving parts or valves; cold water intake admits continuous flow of water into heating well; Corox heater wrapped around well brings water to required temperature faster and pumps it up stem with high velocity; Flavor Shield located in cap spreads jet of water from stem, creating a wide, full force fountain that saturates all coffee into basket to extract full flavor. Phenolic plastic handle and base; full-range brew control; signal light glows when coffee is ready, while coffeemaker maintains coffee at serving temperature as long as desired.

Price: \$29.95

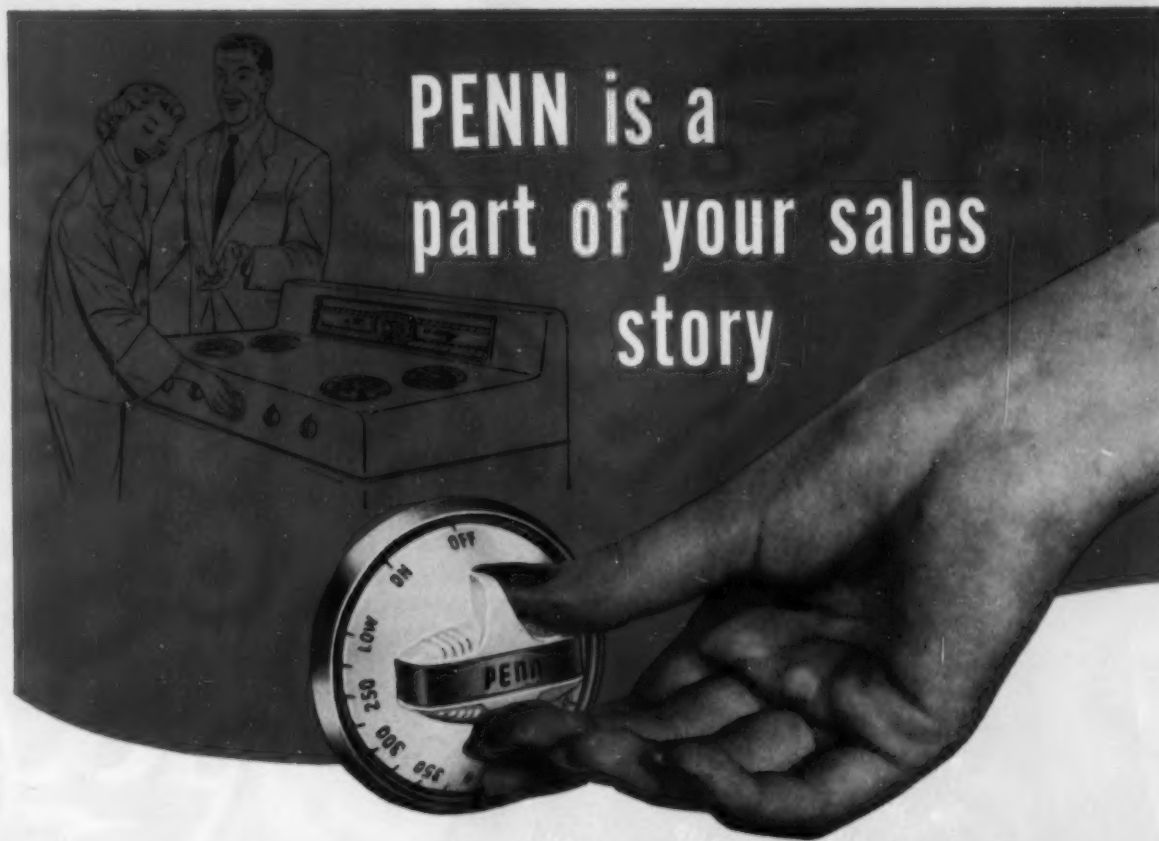


CENTRAL COOLING Attic Fans

The Smith-Gates Corp.,
Plainville, Conn.

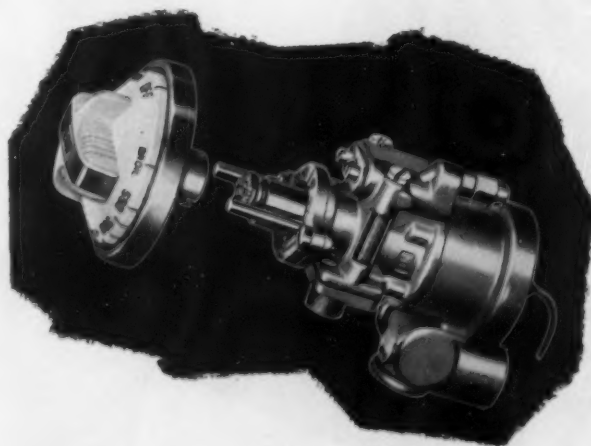
Device: "Central Cooling" attic fans.

Selling Features: Available in lay-down, or wall type, in 5 sizes with air deliveries from 5250 cfm to 14,634 cfm; packaged units have flexible frame construction, pre-wired terminal box, sponge rubber mounting plate and rubber noise barriers; components include Fafnir bearings, GE motors and Torrington blades.



**PENN is a
part of your sales
story**

PENN GAS OVEN THERMOSTAT ALWAYS GIVES THE HEAT YOU DIAL



Accurate control of oven temperature is a "must" for the kind of baking performance every woman wants. And, that's where the Penn gas oven thermostat outperforms all others. A Penn oven control always gives you the temperature you dial. And, when you change the dial setting, Penn-controlled ovens reach the new heat level faster . . . over-run and under-run are minimized.

Use this Penn feature in your sales story—it will help you sell more gas ranges. If the ranges you sell don't have Penn oven controls, contact your manufacturer—he can get them. **Penn Controls, Inc., Goshen, Indiana.**

PENN AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

These "firsts" "first"

IN WASHERS:

- 2-SPEED, 2-CYCLES
- SUDS-MISER®
- 7 RINSES
- GERMICIDAL LAMP
- BALL and ROD SUSPENSION
- SELF-LEVELING FEET
- CYCLE-TONE

IN DRYERS:

- SUPER-SPEED DRYING
- AUTOMATIC IGNITION FOR GAS DRYERS
- TOP SIDE LINT SCREEN
- AUTOMATIC DRYER SHUTOFF WHEN DOOR IS OPENED



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JOIN UP . . . SEE WHY IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

make you
in sales with

Whirlpool

washers and dryers

And, there are more
spectacular selling "firsts" coming
soon . . . see your RCA WHIRLPOOL
distributor now!

RCA WHIRLPOOL HOME APPLIANCES are products of

WHIRLPOOL-SEEGER CORPORATION, St. Joseph, Michigan

WASHERS, DRYERS, IRONERS, FREEZERS, RANGES, AIR CONDITIONERS, DEHUMIDIFIERS



UNIVERSAL Blankets

Landers, Frary & Clark,
New Britain, Conn.

Device: Universal automatic electric blankets.

Selling Features: New signal wire system eliminates thermostats, gives over-all warmth and automatically resets itself after current stoppage; Night Watch control; blankets of moth-proof, shrinkproof Electrilon; 4 colors blue, rose, flamingo and green; available in twin or double size; twin size No. 7665; double bed size with single control No. 7663; double bed size with dual control No. 7664.

Prices: Twin, \$24.95; double with single control, \$29.95; double with dual control \$39.95.



ARVIN Heaters

Arvin Industries, Inc.,
Columbus, Ind.

Models: 9 portable models, 7 with automatic control are included in Arvin 1956-57 room heater line.

Selling Features: Top of line No. 5654, a glass-panel automatic radiant heater is thermostatically controlled; entire grille-protected glass panel acts as heating element and has no moving parts; turns on automatically when room temperature falls below thermostat setting and automatically shuts off when dial setting and room temperature are in balance; 1650 watt capacity; signal lights glow when heater is in operation; gunmetal enameled finish brass trim; 4 swiveled feet.

No. 5534, a combined fan-forced and radiant automatic heater with thermostat controls that react to room temperature; operates on 1320 or 1650 watts; moves 81 cu. ft. warm air per min.; "Safeguard" safety switch cuts off current if heater is upset. Coppertone enamel.

No. 5529, companion to 5534 but has no signal light and operates

NEW PRODUCTS

at 1650 watts only, green enamel ivory trim.

No. 5524 and 5518, 1650 watt automatics former finished in pearl enamel with chrome grille and brown accents, features fan-forced plus radiant heat; latter fan-forced heat only, finished in coppertone enamel, with chrome grille and brown accents both have "safeguard" switches.

Nos. 5516 and 5514, both fan-forced automatic, thermostat-controlled models operate on 1320 watts; No. 5516 finished in blue, white trim; No. 5514 brown enamel with chrome and white; both move 43 cfm and have handle or handhold. No. 5516 features a safeguard switch.

No. 5512, and 5510 non-automatic, fan-forced portable operates on 1320 watts; "no-interference" induction motors. No. 5512 in pearl and chrome, No. 5510 in brown enamel with pearl trim. All models operate on 110/220 volts, 60 cycle, a.c. and feature chrome grilles.

Prices: From \$10.95 to \$54.95.



WEATHER-SELECTOR Air Conditioner-Furnace

Typhoon Air Conditioning Co.,
Div. Hupp Corp.,
505 Carroll St.,
Brooklyn, 15, N. Y.

Device: New waterless air-conditioner furnace for year-round climate control.

Selling Features: Designed primarily for basementless homes—may be installed in closet, alcove, game or utility room, or in basements of small homes—requires minimum floor space.

Furnace is heavy-duty gas-fired unit with automatic controls and safety features; power reserve blower supplies cooling air needed at peak load temperatures; housing on top of furnace engineered so cooling coil only 10½ in. high slips into cooling housing at time of installation, or for simple installation later, without alterations of duct connections. The waterless, air-cooled, condensing unit is intended for installation outside house at reasonable distance from furnace unit; furnace duct system and fan are also used for air conditioning—change-over is made by flick of switch.



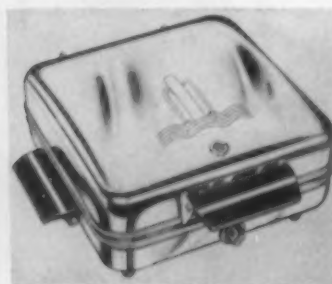
AIR-WAY Cleaner

Special Products Div.,
Air-Way Industries, Inc.,
2101 Auburn Ave.,
Toledo, 1, O.

Model: Rol-A-Vac canister-type cleaner No. 903.

Selling Features: Tri-wheel, full-swiveling mobility; clips hold most-used tools on unit including upholstery nozzle, dusting brush, crevice tool and floor brush.

Louvered exhaust system provides quiet, horizontal diffusion of triple-filtered air above floor level; push-button dirt removal—dust and dirt trapped in enclosed filter-paper bag which is easily replaced; standard equipment includes 7 ft. vinyl hose with suction regulator; 2 anodized aluminum extension wands; polished aluminum floating-brush rug nozzle; hi-velocity upholstery nozzle; dusting brush; swivel floor brush; crevice tool; liquid sprayer; all-metal demothor and package of moth crystals; ¾ h.p. twin-turbine fan motor; weighs 17½ lbs.



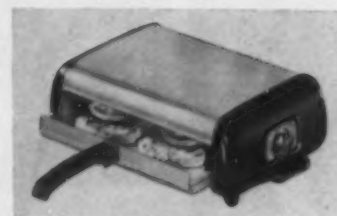
MAGIC MAID Waffle

San-Chief Electric, Inc.,
Winsted, Conn.

Device: Magic Maid automatic grill and waffle No. 9150.

Selling Features: Automatic thermostat control; dial can be set for desired heat to make waffles, toast sandwiches, fry, grill etc; red signal light tells when to start cooking; one set of reversible, treated aluminum grids; makes 4 waffles; expansion hinge for grilling sandwiches on both sides at same time, or opened, flat grids provide 180 sq. in. cooking area; drip grooves on grill side and over drip grooves on waffle side; triple chrome finish; 1150 watts a.c. only; overall size 13x13½x4½ in.

Price: \$29.95



SILEX Toaster-Broiler

Chicago Electric Div.,
The Silux Co.,
6333 W. 65th St.,
Chicago, 38, Ill.

Device: Silux toaster-broiler No. 1504.

Selling Features: A temperature selector makes it possible to toast rolls, buttered toast, french toast, broil steaks, hot dogs, hamburgers; grill bacon, cheese and all types sandwiches; TV dinners, frozen waffles etc.; copper and black finish; weighs 6½ lbs.; 800 watts, 115 volts, a.c. only.

Price: \$14.95



NUTONE Range Hood and Fan

NuTone Inc.,
Madison & Red Bank Rds.,
Cincinnati, 27, O.

Device: NuTone Hood-Fan combination range-hood with factory installed, pre-wired fan.

Selling Features: Available in 30, 36, 42 and 48 in. lengths; white or copper enamel finishes; grease filter, and provision for incandescent light included; recessed curved front, fits wood or steel cabinets; easy to install; 8-in. pressure type fan blade assembly.



G-E Skillet

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Device: G-E 10-in. automatic skillet.

Selling Features: New smaller model has all features of present 12 in. model including built-in automatic thermostat, handy cooking chart and control light on handle, round shape; available in polished cast aluminum or turquoise; special lids in coppertone or aluminum available at slight extra cost.

Price: \$14.95.

NEW!...a "better food budget" freezer sales plan!

- ✓ it's easy to use . . .
- ✓ it's easy to sell . . .
- ✓ it's highly profitable



Whether you're an established dealer, or new to the business, here's the plan that can help you increase your sales and profit picture. You'll get *management and operational assistance, selling aids, sales training, financing arrangements and home economics aid . . .* every detail is field tested and proven to help increase your food and freezer sales. And, it's designed for tailoring to *your* market and *your* selling problems.

Let us show you how this plan can mean greater sales and more profit for you . . . help adapt it to your specific use . . . and work with you to assure continued success and growth.

New consumer presentation A PROVEN SALES PRODUCER

A completely new and fresh approach to food plan selling techniques! The logical story sequence and brilliant new life-like, full-color illustrations make presentation easy . . . convince your prospects to buy. It's available as part of the "Better Food Budget" sales plan.



Whirlpool FREEZERS

help keep your customers sold for years to come!

Don't gamble on the sale of your food plan with ordinary freezers . . . use RCA WHIRLPOOL . . . the complete line, — with a model for every family, — that protects food flavor, color and nutritional value. They'll clinch the sale of your food plan and keep your customers satisfied and sold.

RCA WHIRLPOOL HOME APPLIANCES are products of
WHIRLPOOL-SEEGER CORPORATION
St. Joseph, Michigan

WASHERS, DRYERS, IRONERS, REFRIGERATION, RANGES,
AIR CONDITIONERS, DEHUMIDIFIERS

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

ELECTRICAL MERCHANDISING—AUGUST, 1956

FOR QUICK ACTION MAIL COUPON TODAY

WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

Attn: Sales Manager, Freezer Division

I am interested in learning more about the "Better Food Budget" and RCA WHIRLPOOL Freezers.

Name

Firm

Address

City Zone State

PAGE 105

SCHICK ... FIRST IN ELECTRIC

FAMOUS SCHICK "25" NOW IN COLORS-FOR-MEN!

Schick—world's closest shaver—now outdates every other shaver on the market with the most powerful new idea in men's shaver selling: "Colors-for-Men!"



HUNTER RED
in Tweed Travel Case



FAIRWAY GREEN
in Tweed Travel Case



BUCKSKIN BEIGE
in Tweed Travel Case



SNOW WHITE
in black and silver
Travel Case

\$29.50
FAIR TRADE
RETAIL

**FREE
INTRODUCTORY
DEAL!**

1 Shaver FREE with 7 **Limited time only
ENDS SEPT. 8th**

**YOU GET THE SPECIAL INTRODUCTORY
ASSORTMENT OF 2 OF EACH COLOR!**

Retail value of 8 shavers \$236.00
you pay for only 7 shavers 123.90

Your profit \$112.10

Gives You A Record-Breaking

**47.5%
PROFIT**

Limit . . . 12 Deals per Retail Store

ALMOST DOUBLE YOUR MONEY!

IMPORTANT!

Read This Carefully!

1. Limit of twelve deals per retail outlet or department, whether purchased from one or more distributors.
2. Limit of one display per retail outlet or department ordering deal.
3. All shipments on the deal will be drop-shipped from Schick Incorporated, Lancaster, Pennsylvania. Order now from your distributor.
4. Drop-shipments to retailers will be made in the order they are received from Schick distributors.
5. Orders will be accepted for immediate shipment only.
6. Offer is available to retailers only.
7. Orders postmarked after expiration date, September 8, 1956, will not be accepted.
8. No substitution on shaver assortment allowed on the deal.
9. Schick reserves the right to withdraw the deal and/or display offer without notice.
10. Schick reserves the right to refuse any orders.

BE THE FIRST!

Order now! Order enough! Don't be caught short! Order from your Schick Distributor today!

FREE!

Full-color
Life-like
Displays



FREE!

Ad mats
Radio and TV
Commercial scripts
TV films
Window streamers

SHAVING... PRESENTS

THE BREATH-TAKINGLY BEAUTIFUL NEW

Lady Schick

with the Gentle-Action Head

One side for
underarms

Other side
for legs



Jade Green



Pearl White



Aquamarine



Rose Quartz

\$14⁹⁵

FAIR TRADE
RETAIL

The most beautiful . . . most perfectly engineered woman's electric shaver ever created. The electric shaver that really understands a woman's grooming problems means new customers, new sales, and new profits for you!

Lady Schick Classic
\$20.00



Lady Schick Goddess
\$22.50

FOR THOSE WHO WANT THE JOY OF OWNING SOMETHING SPECIAL

Lovely, luxurious models of the Gentle-Action Lady Schick—finished in lustrous silver and gold color. Each an original design with its own exclusively tailored carrying case. Both the Classic and the Goddess will be gift sensations all year 'round.

SMARTEST LADIES GIFT ITEM IN THE NATION

- ★ 4 jewel-like colors!
Each glows with three-dimensional translucency
- ★ Gentle, safe and fast!
Shaves underarms so gently a deodorant may be used immediately
- ★ Dainty palm size!
Perfectly balanced for convenient handling
- ★ Smartly designed case!
Finished in beautiful oyster white coated fabric with ebony-black base.

GREATEST ADVERTISING CAMPAIGN IN SCHICK'S 26 YEARS

\$3,500,000
in 99 days!

*"Robert
Montgomery
Presents"*

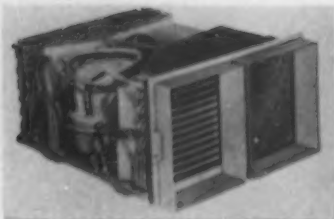
**NATION-WIDE
NBC-TV . . .**

Top rated one hour dramatic
program . . . 102 stations . . .
reaching 20,000,000 viewers
every week!

PLUS

LIFE — LOOK — POST

Full-color pages Full-color spreads
September thru Christmas



MITCHELL Air Conditioner

Mitchell Mfg. Co.,
Div. Cory Corp.,
2325 Clybourn Ave.,
Chicago, Ill.

Device: Air-cooled, packaged air-conditioner QR-200

Selling Features: Will air condition up to 1000 sq. ft.—enough for a small home; requires only 17-in. head room; can be installed in window, through-the-wall or in attic, crawl space or basement; adaptable for use in homes, offices or stores; comes complete with flanges for connecting to duct work.

Chassis contains all components—evaporator, condenser, compressor, fans and fan motor measures 16½x31½x16½ in. copper condenser coils with aluminum fins; hermetically sealed 2-cylinder compressor unit; comes completely assembled and pre-wired; operates on 230 volt, single phase a.c.

Price: "Less than \$450."



**WESTINGHOUSE
1957 Laundry Line**

Westinghouse Electric Corp.
Mansfield, O.

Models: Westinghouse 1957 laundry line includes Wash-N-Dry Laundromat combination washer-dryer; 3 sets standard size laundry twins; and the new 25-in. Space Mates.

Selling Features: Wash-N-Dry combination WD-2 combines all deluxe features of top Laundromat dryer twin sets into a single unit that requires no special plumbing, just hot and cold water connections and drain—does not have to be vented for drying—during drying cycle a special water cooled condenser carries away moisture and lint and flushing it down the drain; flexible automatic controls make it possible to go through entire wash-rinse-damp dry and dry clothes in a complete cycle, or it can be used as washer only or dryer only. Tumble type wash action; weigh-to-save door; water saver and Laundrofile built-in instruction

NEW PRODUCTS

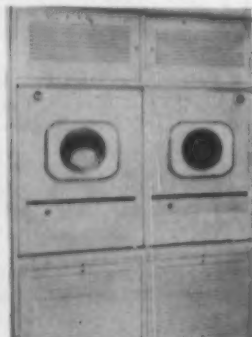
booklet are other features. Automatic Dry Dial gives choice of 3 drying degrees—complete drying for immediate use or storage, uniform damp dry for easy ironing and safe dry for synthetics.

Laundry twin sets include De Lux-Laundromat L-100 and match-



ing dryer D-100; and 2 Standard twin sets L-102 and L-104 with identically matching dryers D-102 and D-104.

L-100 Laundromat features tumble wash action, Soap-N-Water saver which measures amount of water needed for the load as shown by Weight-to-save loading door, which also serves as a scale and built-in-backsplasher. Laundro-guide, an illuminated cylinder that revolves, providing instructions at a glance; Color glance controls make it possible to tell from cross the room what phase of cycle is being performed; flexible wash control; full-fill water control; 9 lb. capacity; time and temperature control of drying cycle. D-100 dryer has direct air flow drying system 115 or 230 volts.



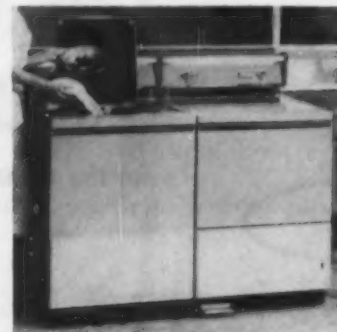
Space Mates offer a variety of installations—dryer is designed so it can be mounted directly on top of Laundromat, providing a complete laundry in 25-in. floor width; can also be installed side-by-side and built-in in either arrangement; can also be installed under standard height counter surfaces—or at waist high level, 30 in. off floor, eliminating stooping.

LH-3 Laundromat features flexible controls to start, stop, repeat, or skip any portion of wash cycle and has 2 wash settings; "hot" for heavily soiled clothes; "warm" for light soil; full-fill water control, safety door switch; fill valve automatically mixes hot and cold water and 8-lb. capacity.

DH-3 dryer uses direct air flow

drying system; nylon lint filter; safety door switch operates on 115 or 230 volt service.

Prices: Combination, \$529.95; Laundry twin sets from \$299.95 for L-100 Laundromat and \$249.95 for L-102 dryer; Space Mates \$229.95 for LH-3 and \$169.96 for DH-3, also available in yellow, aqua, pink or gray at small additional cost.



G-E Washer and Dryer

General Electric Co.,
Home Laundry Dept.
Louisville, Ky.

Models: G-E Filter-Flo automatic washer WA-850P and matching dryer DA820P.

Selling Features: Newly designed Filter-Flo has fingertip selector controls that provide a choice of 2 wash speeds, 2 spin speeds for all type fabrics, permitting user to preset controls for normal wash action and slow spin or any other combination of wash and spin speeds; choice of wash and spin speed may be made in either of 2 separate time cycles: normal for regular wash and short for delicate fabrics.

With Filter-Flo wash system washer continuously circulates and filters full tub of water during wash and rinse cycles; removable filter removes lint and returns cleansed sudsy water to washbasket; sand and silt are automatically ejected from bottom of wash basket and flushed down drain; removable filter also acts as detergent dispenser.

Separate water temperature selectors for use of hot or warm wash water and warm or cold rinse water, 10 lb. normal wash capacity and up to 12 lbs. special heavy fabrics; water saver control. A built-in suds return system is also available in model WA-855P, with this system hot, sudsy, filtered water from normal or short wash cycle may automatically saved and later returned to the washer for washing a second load.

A new super-sensitive automatic control and new high-speed drying system have been incorporated in new dryer DA-820P. Length of drying time is automatically controlled according to weight of load,

type of fabric and water content;—user dials for delicate synthetics, normal cottons or heavy items and automatic control adjusts drying time and temperature to requirements of each load—same dial can also be set to damp-dry, automatically sprinkle, or to "fluff" bedspreads and pillows. In new high-speed drying system large quantities of air are warmed in separate chamber and enter drying basket through back.

Full width door has new magnetic latch; extra-fine mesh lint trap located in bottom of loading port behind door; new unperforated porcelain clothes basket; foot pedal opens door; automatic clothes sprinkler and an air freshener are other features. Operates on 115 or 230 volts. Matches Filter-Flo washer in size and appearance; both feature pedestal mounted backsplashes, illuminated by fluorescent lamps; operating instructions are permanently printed on under side of top opening washer lip and on inside dryer door; available in white or any of GE Mix-or-Match pink, turquoise, yellow, blue or woodtone.



SILEX Bun Warmer

Chicago Electric Div.,
The Silex Co.,
6333 W. 65th St.,
Chicago, 38, Ill.

Device: Silex bun and food warmer No. 3200.

Selling Features: Keeps buns, waffles, pancakes etc at serving temperature; copper and black finish; weighs 3½ lbs.; 80 watts, a.c. or d.c.

Price: \$9.95



G-E Automatic Iron

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

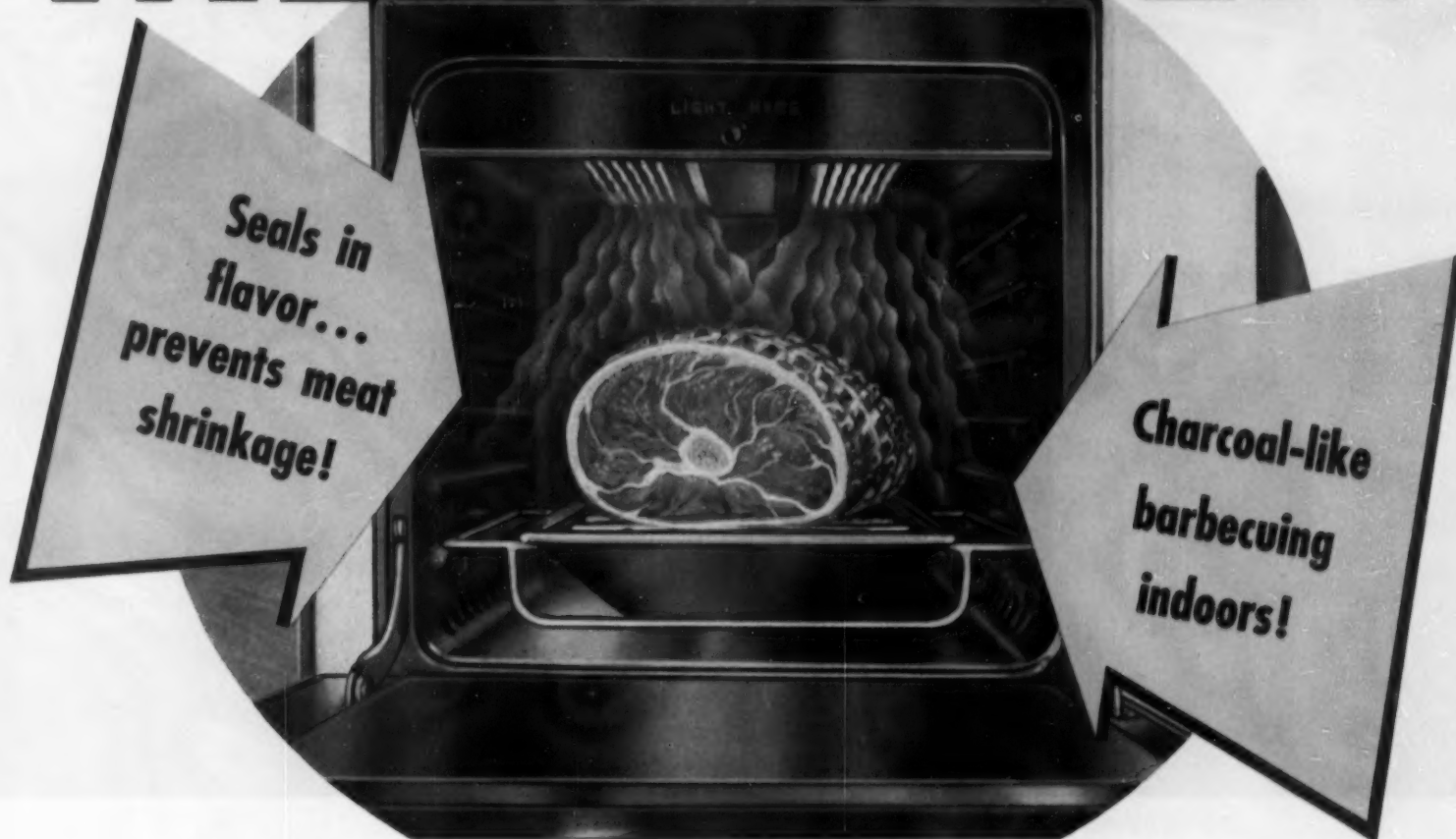
Device: G-E dry iron.

Selling Features: Twin Calrod heating elements give rapid heat response to selected fabric dial setting; heats up within 30 seconds; visualizer fabric dial provides correct ironing temperature for all fabrics including synthetics; cord-lift for left or right hand ironing.

Price: \$11.95.

Exclusive in RCA Estate Ranges

LOW HEAT MEAT OVEN



ANOTHER REASON IT'S EASIER TO SELL



Estate RANGES

GET THE COMPLETE STORY FROM YOUR DISTRIBUTOR TODAY!

RCA ESTATE and RCA WHIRLPOOL HOME APPLIANCES are products of

WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

WASHERS • DRYERS • IRONERS • FREEZERS • RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

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**NOBODY'S
LISTENING
BUT PEOPLE**

**—4,115,000
EVERY
MINUTE!**

Five days a week, 12:00 noon to 2:45 pm, CNYT an average of 4,115,000 people a minute listen attentively to CBS Radio.

Mostly, they're homemakers, too busy for other advertising media. They're listening to the 11 dramatic serials that are the strongest lineup in all daytime radio.

In the course of one week, these programs reach one out of every four households in the U.S.



From left to right:



12:00 N. WENDY WARREN & THE NEWS
12:15 PM BACKSTAGE WIFE
12:30 PM ROMANCE OF HELEN TRENT
12:45 PM OUR GAL SUNDAY
1:00 PM ROAD OF LIFE
1:15 PM AUNT JENNY
1:30 PM YOUNG DR. MALONE
1:45 PM GUIDING LIGHT
2:05 PM RIGHT TO HAPPINESS
2:15 PM SECOND MRS. BURTON
2:30 PM THIS IS NORA DRAKE

this is the right time to buy...

THE CBS RADIO NETWORK

NEW PRODUCTS



G-E Vaporizer

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

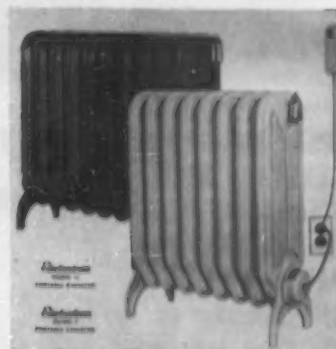
Device: G-E automatic vaporizer. Selling Features: Special heating unit eliminates need for use of salt or other additives, steams in 90-sec; operates for 8 hours without refilling; automatic relay shutoff and pushbutton on-off switch; also designed to warm baby bottles; available in pink or blue. Price: \$9.95.



SILEX Boilmaster

The Silex Co.,
Hartford, 2, Conn.

Device: Boilmaster water kettle with new, simulated cowhide carrying case, complete with 2 cups, 2 saucers, 2 spoons, bracket to fasten on car window and cord sets. Selling Features: Boils 12 oz. water in 3 minutes; plugs into automobile cigarette lighter as well as home (either 6 or 12 volts). Price: \$18.95 for complete Traveler kit; \$14.95 for unit only.



ELECTRESTEEM Portable Radiators

Electric Steam Radiator Corp.,
Sub. Landers Frary & Clark,
Paris, Kentucky

Device: "Electresteen" portable steam radiators, T and U. Selling Features: Model T has 8 sections; Model U, 10-sections; Calrod type stainless steel heating

element provides automatically controlled heat; 1650 watts, 110-125 volts a.c. only; steel shell in walnut or ivory finish; thermostat control hangs on wall; equipped with automatic safety pressure release; easy to fill.



G-E Fan Heater

General Electric Co.,
Housewares & Radio Receiver Div.,
Bridgeport, Conn.

Device: New automatic fan-heater No. H-3. Selling Features: Quiet, fan-forced heat; automatic thermostat turns heater "on" when temperature drops and "off" when it rises; a mercury tip-over switch shuts off heater if accidentally tipped over; turquoise case and chrome grill; weighs only 9 lbs.; recessed handhold; rubber feet. Price: \$24.95.



WEST BEND Percolator

West Bend Aluminum Co.,
West Bend, Wis.

Device: West Bend 50-cup automatic percolator. Selling Features: Perks 30, 40 or up to 50 cups coffee; provides correct timing and exact temperature control to automatically yield uniform full-flavored coffee every time; glass covered knob shows perking action; plastic base cut out below control panel to permit cup and saucer to fit under adjustable faucet—twist of faucet converts it from self-closing to continuous pouring position; full-view glass gauge indicates amount coffee in percolator; indicator light flashes "serve" when coffee is ready; weighs 8½ lbs; 1500 watt enclosed element; 110-120 volts a.c. only. Price: \$39.95



TITAN Heaters

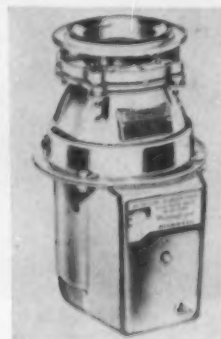
Titan Sales Corp.,
Buffalo, 10, N. Y.

Models: Titan 1956 heater line highlights "Console" model 126. Selling Features: Console has push button controls that brings 1320 and 1650 watt convection heat; 2-tone gray baked enamel finish; Therm-O-Dial automatic control unit built in so any room heat may be selected and kept constant automatically; "ever-cool" case design; safety-tip-over switch; automatic overload eliminator; power signal indicator.

Standard model 707A and King, 700A have been redesigned, and are finished in 2-tone brown and copper baked enamel.

Timer model 322, preheats a room and keeps it heated automatically—suitable for nurseries, bedrooms, bathrooms etc.

Rounding out line are the Titan Therm-o-dial Deluxe model 900 and the Titan "22".



WESTINGHOUSE Disposers

Westinghouse Electric Corp.,
Mansfield, O.

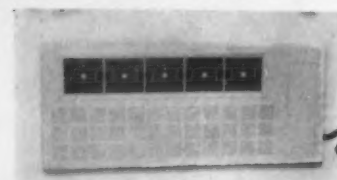
Models: 2 new food waste disposers FD-1 and FD-2.

Selling Features: Compactly built units can be fitted into wall drain outlets 7-½ in. below underside of sink; further adaptability to existing plumbing is made possible by motor housings that rotate horizontally to any degree, and tail pipes that swivel in vertical plane.

Shredding ring of FD-1 has 3 primary shredding teeth with ground edges and 40 precision-ground secondary slots at bottom that serve as strainers and assure uniform particle size; manually op-

erated reversible switch permits user to change flywheel direction at will; holes in flywheel permit water to drain rapidly when disposer is not in operation Neoprene gaskets provide quietness; both models may be adapted to 2 types operation—single load or continuous; for single load, waste can be dropped into shredding compartment as it accumulates, when loaded user turns on cold water and turns on switch. For continuous feed cold water is turned on, switch turned on and waste tossed into shredding compartment continuously. Both models can be installed in sink openings of 3½ to 4 in.; adapters available for installation in larger openings; both models have ½ h.p. 60 cycles, 115 volts, 1750 rpm. motor.

Prices: FD-1, \$99.95; FD-2, \$67.95.



LEWYT Air Conditioner

Lewyt Air Conditioner Corp.,
43-22 Queens St.,
Long Island City, 1, N. Y.

Device: Lewyt's new ½-ton built-in wall air conditioner.

Selling Features: Compact size has been maintained, unit measures 15-in. deep, 14½ in. high and 32⅞ in. wide; changes include 2 motors with overload protector and automatic reset; 5 adjustable directors to control flow of air and eliminate drafts; allergy-proof aluminum filter; 6-bladed aluminum condenser fan and slinger ring; twin double blower scroll for quiet operation; full capacity air volume; knockouts on shell allow right or left side cord attachment; improved condenser coil for increased capacity. Other features include built-in thermostat, exhaust air door and insect screen; Tecumseh compressor; shell mounting angle; 5-position switch; air control knob; flexible line cord; evaporator drip pan and shell.



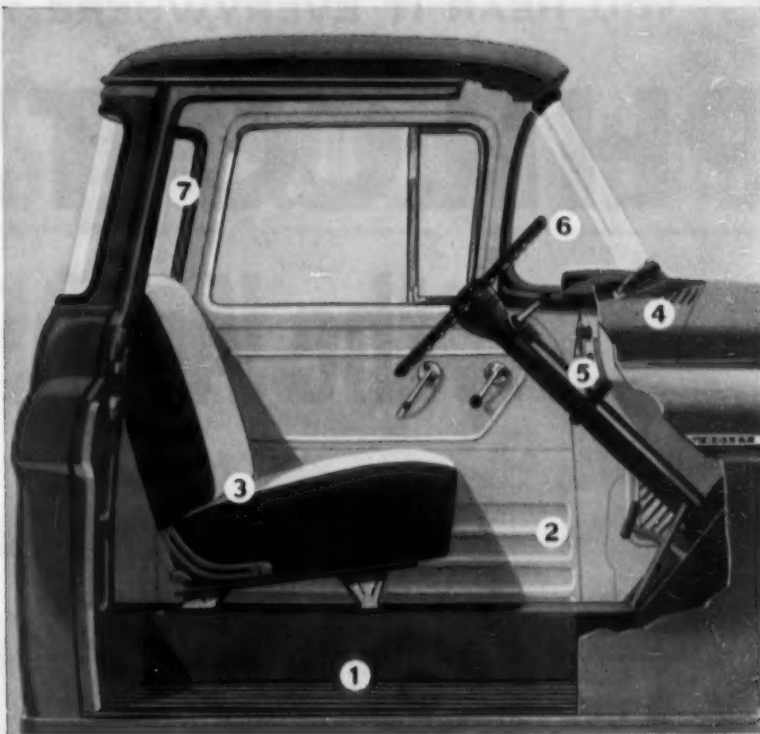
BROIL MASTER JR

Sunburst Electric Co.,
Ann Arbor, Mich.

Device: Broil Master Jr. Selling Features: Provides table top broiling, grilling, toasting; chrome finish; Bakelite handles; tray holds 4 slices toast or steak for two; smooth, flat top can be used to warm plates etc., 900 watts. Price: \$6.95

This cab lets you **TAKE IT EASY** on tough jobs!

Modern features in new Chevrolet truck Flite-Ride cabs make your work easier and safer than ever before . . . give you the pleasure and prestige of style that equals many passenger cars!



Those numbers in the picture at right point out features that make business almost a *pleasure* when you work behind the wheel of a modern Chevrolet Task-Force truck! Here are some of the reasons why hauling in a Chevy is *easy on you*:

① *Concealed Safety Steps*—located *inside* the doors—stay clear of snow, mud, and ice, give you firmer, safer footing. ② *Spacious leg room* helps keep you comfortable all day long, brings you home fresher and more relaxed. ③ *Nu-Flex seat* design means *comfortable* hauling! Jack-stringer springs give ideal body support; seat back adjusts easily. ④ *High-Level ventilation system* keeps the cab interior clean, cool, comfortable. Intake is at the bottom of the windshield—away from road heat and dust. ⑤ *No-Glare instrument*

panel, with handsome two-tone finish, puts instruments and controls within easy sight and reach. ⑥ *Panoramic windshield* provides a full 1000 square inches of forward viewing area to make driving safer, easier. ⑦ *Full-View rear window* (optional at extra cost) adds to safe, convenient viewing as well as truck style. It eliminates "blind spots" at the cab corners.

And you'll find bright, stylish interior appointments that add to your sense of pleasure on the job. If your work calls for long hours on the road, you'll enjoy life more in a Flite-Ride cab! Check one over for yourself at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



These fleet, nimble, light-duty Chevies help you get more done more easily!

Staying ahead of tight hauling schedules is a breeze in these modern trucks! Efficient short-stroke V8's* get you where you're going faster—and with good economy. Easy-wheeling Ball-Gear steering saves you time and work in traffic. And for the ultimate in easy going, there are power brakes* and power steering* too!

*Optional at extra cost.



NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!

YOU HEAR IT EVERYWHERE TODAY . . .

PHILCO TV with startling ...the Absolute Sensation of th

There's never been a time before when immediate dealer acclaim was so overwhelming...and there's never been a line before so far ahead of all others in performance, design and features.

The verdict is in! Since Philco introduced its 1957 television line last June, dealers have had a chance to see and to compare. Now it's an established fact that in performance, in features, in styling, Philco has stolen a march on the entire industry. It's the one line that gives you an opportunity to concentrate on PROFIT LEADERS . . . not just price leaders . . . and to SELL UP to the "hottest" values in TV history.

DIAMOND TELEVISION



DECATRON VIDEO SYSTEM

The new Philco Diamond D picture is as much as 50% brighter than all former standards, thanks to a new video circuit with dual, five-element amplifier tubes. It's a sweeping advance in picture reproduction! **ONLY PHILCO HAS IT!**

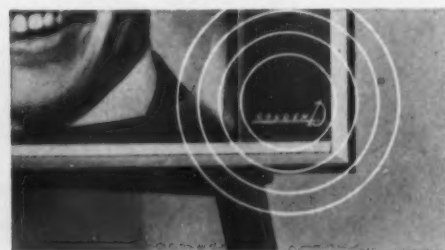


DYNAMIC DIODE DETECTOR

An exclusive invention—patented by Philco! It's the newest advance in TV sound, and scientific tests prove it makes possible cleaner, clearer noise-free reception even at extremely low signal levels. **ONLY PHILCO HAS IT!**

SOUND OUT FRONT

even in table models



Once a customer hears a demonstration of "front sound" compared with a speaker on the side, the sale is made. It's the Philco feature everybody is talking about—no more "round the corner" listening! **ONLY PHILCO HAS IT IN ALL MODELS!**

14" RECTANGULAR SPEAKER

A new rectangular speaker with Horizontal Acoustic Lens. It floods the room with crystal clear sound. **ONLY PHILCO HAS IT!**

FULL RANGE DUAL SPEAKERS

Sell up to Philco models with dual speakers! They add a new dimension to television sound! . . . bring a fresh new styling note to TV cabinetry!

IT ALL ADDS UP TO THE ONE BIG PROFIT OPPORTUNITY

g new mastery of Sight and Sound of the Industry for 1957!



Top Touch Tuning with 4-Way Remote Control

New advances for '57 have again made Philco *Automatic Tuning* the toast of the trade. Simple adjustment now makes it possible for anybody to set up the stations for automatic operation. And all Philco Touch Tuning sets are factory equipped

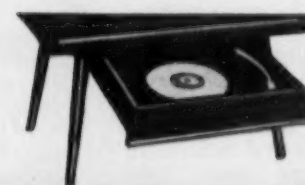


for Plug-in 4-way Remote Control at a sensational low price! From across the room, just a touch turns the set on or off, changes stations, or adjusts volume. Anybody can install it; it just plugs into the back of the set. **ONLY PHILCO HAS IT!**



A WHOLE NEW APPROACH TO TV-PHONOGRAPH SERVICE

New lift-top cabinets and a new phono-drawer now make possible Philco TV-combinations at amazing low prices. It's the scoop of the year. **ONLY PHILCO HAS IT!**



Champion Long-Distance Portables

Dealers everywhere are acclaiming the picture power of Philco Portable TV... brilliant result of three triumphs of Philco engineering... 1. Built-in Philco Outrigger Folddown Aerial—all directional, 2. New, solarized filter lens—50% more efficient, 3. New, bantamweight power plant.



Town and Country Furniture Styling

Even lowest-priced Philco TV models for 1957 feature a whole new concept of television cabinetry, inspired by today's trend toward furniture with graceful, balanced proportions. One glance tells you that instead of a mere face-lifting here is truly a dramatic advance in styling, with the widest choice of dark and light finishes.

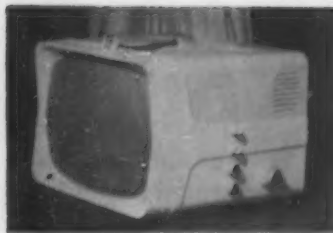
...and remember...

PHILCO

Backs it up with the Biggest, Most Concentrated Advertising and Promotional Campaign in History!

- Nationwide sponsorship of Political Conventions on ABC-Radio & TV networks in August!
- Nationwide Miss America Pageant from Atlantic City in September over ABC-TV networks!
- Election Returns on Nov. 6—ABC networks!
- Greatest National Magazine campaign in history!
- Industry's most spectacular promotions—July thru December!

IN TELEVISION TODAY... PHILCO FOR '57



MOTOROLA 1957 TV Line

Motorola Inc.,
4545 W. Auguste Blvd.,
Chicago, 51, Ill.

Models: 29 models ranging from a 14-in. portable to two color TV sets.

Selling Features: Automatic tuning eliminates need for fine tuning after selecting a station; new wireless "Transituner" remote control unit styled to fit hand which can be used anywhere in room and requires no aiming.

Line includes 16 basic 21-in. models; five 24-in.; 3 14-in. portables; two 17-in. and one 21-in. combination hi-fi phono in addition to two 21-in. color sets.

Portable model, 14P3, Atomic Cruiser, in charcoal wrap-around cabinet delivers a 12,000 volt picture. Cruiser, 14P4, has aluminum handle, 90-deg. aluminized tube, tinted glass, cascode tuner; disappearing antenna optional; white front with mocha body. Light Cruiser, 14P5 in 3 color combinations, weighs 26 lbs. complete with handle.

The 17-in. models feature a Placir chassis which can be removed from rear of cabinet without removing picture tube, or picture tube can be removed from front without disrupting chassis. Both models are longer, lower and slimmer.

In the larger screen models (21T32, 21T34, 21K53) an advanced 4-star chassis with 3 wafer cascode tuner is used. All other sets use the full powered transformer chassis known as Super 5-star Deluxe; included in this group are table models 21T33, 21T35; 21T36 and consoles 21K54, 21K56, 21K57, 21K58 and 21K59. 90-deg. aluminized tube, tinted safety glass, self leveling glides, "glare-down, sound-up design" deluxe bezels with covered secondary controls in the console models.

The custom series at top of line includes 4 consoles and a combination TV hi-fi-phono model. All have automatic tuning as standard equipment, custom deluxe front, spotlight channel indicator, "sound-up, glare-down" design; pushbutton on-off; dual hi-fi speaker systems with separate tone controls; all can be used with Transituner at small additional cost.

24-in. models feature advanced 4-star chassis in two models 24T5 and 24K13 and a 5-star chassis in two models 24T6 and 24K14. Top 24-in. model, A24K15, has custom deluxe front with polished surfaces, tone control, dual speakers, auto-

NEW PRODUCTS Television

matic tuning as standard equipment.

Color models, 21CT2 a console, and 21CK3 a console, feature front tuning; vertical mounted chassis; push button on-off and hidden color adjustment knobs. Chassis has full power transformer with a 4-wafer cascode tuner. A new color-killer circuit automatically turns off chrome intensity when color is not being transmitted and turns it on when color signal is received. Sienna mahogany and Swedish oak finishes.

Color sets available in September.

Prices: From \$99.95 to \$309.95.



EMERSON 1957 TV Line

Emerson Radio & Phone Corp.,
Jersey City, 2, N. J.

Models: 1957 line includes 3 portables, one, a combination TV-Phonoradio, No. 1232, a deluxe 21-in. color console; and three 21-in. black and white sets.

Selling Features: Portable TV-Phonoradio, No. 1232, has an 8½ in. screen; can also be operated from a car on battery power by plugging an inverter into cigarette lighter. Other features include a phono-jack for record playing, an additional jack for plugging in an under-pillow attachment for listening in bed without disturbing others in room; available in compact cabinet no larger than radio in variety of colors.

Color set, No. C-506, deluxe 21-in. console has full-scale circuitry, components and tubes that operate with high voltages and receives color or black-and-white telecasts; cabinet includes base as standard equipment; mahogany, blond or walnut hardwood veneers.

Portable 14-in. model 1146, and portable 17-in. model 1220, come complete with convenient handles.

Three 21-in. models include No. 1200, table model in ebony, mahogany or blond finishes; No. 1208, console designed to blend with mahogany, blonde or walnut furniture; and No. 1206, "Turn-A-Vision" console with swivel base and top-tuning; designed to blend with mahogany blonde and walnut furniture.

Prices: TV-Phonoradio, \$124; color set C-506, \$678; 14-in. portable, \$128; 17-in. portable \$138; 21-in. models from \$158.



MAGNAVOX TV Sets

The Magnavox Co.,
Fort Wayne, 4, Ind.

Models: 2 new portable sets "Town 'n Country", MV116J, and "Holiday".

Selling Features: "Town 'n Country" has aluminum cabinet in 2-tone gray and anodized gold; 17-in. spherical electrostatic aluminized tube with 149 sq. in. viewing surface; collapsible dipole antenna; chassis uses 15 tubes including rectifier with 14 KV voltage; 41.25 mc frequency, VHF cascode tuner; UHF teleric tuner; interference rejector; vertical stabilizer; 4x6 in. speaker; weights 32 lbs.

"Holiday", same as "Town 'n Country", without antenna, comes in choice of 3 color combinations 2-tone gray, coral and beige and blue and beige.

Prices: "Town 'n Country", \$159.50; \$15, additional for UHF version. "Holiday" \$149.50, or \$154.50 with optional antenna.



ZENITH 1957 TV Line

Zenith Radio Corp.,
6001 W. Dickens,
Chicago, 39, Ill.

Models: Zenith 1957 TV line features 10 sets with Space Command TV remote tuner; 8 other models with a limited version of the Space Command and 43 other sets.

Selling Features: "400" Space Command sets are activated by sound waves sent out from control box when buttons are pressed, and can be controlled from anywhere in room—even from an adjoining room; tiny Space Commander control weighs only 8 oz. emits no radiations harmful to human beings, fits in palm of hand and is self-contained with pushbuttons—no batteries or tubes.

"200" Space Command sets have a limited version which changes channels in one direction and turns off or on commercials.



The 43 other receivers in line include portables, table models, consoles and TV-hi-fi-phono lo-boy styled combinations and are available in a variety of tube sizes also a wide variety of cabinet finishes. 5 table and 5 portable models feature 149 sq. in. rectangular picture tubes; 9 table models have 262 sq. in. rectangular area; 3 table models have a picture area of 332 sq. in.; and 9 consoles, 3 of which are lo-boys, come with 262 sq. in. picture area. Other models in line include 3 hi-fi consoles with 262 sq. in. picture area; two 332 sq. in. lo-boy consoles and two TV-hi-fi-phono combinations with hi-fi Custom-Matic 3-speed record changer and 262 sq. in. picture area.

Price: Space Commander "400" and "200" series range from \$259 to \$550. Other models start at \$139.95 for ebony table model.



TRAV-LER TV Sets

Trav-Ler Radio Corp.,
571 W. Jackson Blvd.,
Chicago, Ill.

Models: Trav-Ler line includes 7 basis models.

Selling Features: 17-in. portable, available with brown metal cabinet. Deluxe model features a 2-tone cabinet, foldaway telescoping antenna and a retractable handle.

21-in. table model in mahogany or blond, features front controls.

A 21-in. console also with front controls in mahogany or blond, has tapered legs.

Deluxe 21-in. TV-phono-radio combination console with tapered legs, 4-speed changer and 2 hi-fi speakers in mahogany or blond.

UHF-VHF 82-channel tuning available in all sets where desired. **Prices:** Portable 17-in. model from \$99.95; table models from \$149.95; TV-phono-radio from \$279.95.

Here comes an automatic-washer prospect...



...this month she will hear or see
ten Tide advertisements urging her to buy
the automatic washers you sell!



Make sure she stops at your store!

To create traffic, offer a box of Tide to each customer just for watching an automatic-washer demonstration.

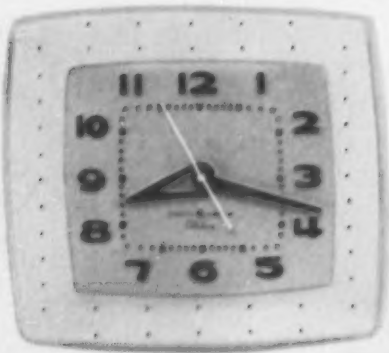
To close sales, offer a generous supply of America's favorite washday product with each automatic purchased during your Tide Promotion. For full details, contact your distributor or manufacturer *today*.



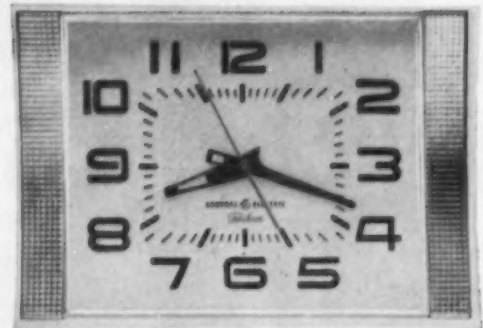
The makers of 25 automatics recommend Tide!

Sales-smart new

Backed by biggest full-color ad campaign,



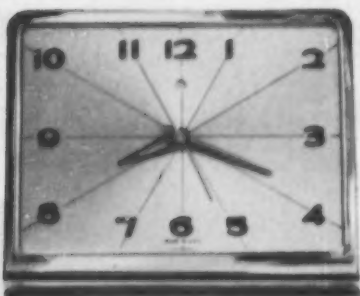
2H108 — TAC-TOE (No tick) — \$6.98*
Kitchen clock. Wall-hugging design.
Pink, turquoise, yellow or red.



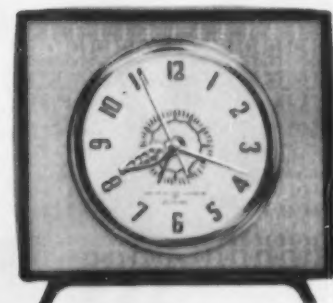
2H106 — KEYNOTE — \$5.98*
Hangs on wall or stands on shelf.
Pink, yellow, red, white.



7H234-L — HARLEQUIN — \$6.98*
Graceful alarm. Color-styled in beige,
blue or Living rose. Luminous.



7H237 — GRAPH — \$12.95*
Distinctive alarm with gold-plated bezel.
Raised numerals.



7H242 — ETCHING — \$9.98*
Elegant leather-bound alarm in
London tan and polished cordovan.



7H220 — STARTER — \$3.98*
Popular alarm now
in dove-gray case.
(Luminous \$1 more.)



2H107 — SYMMETRY — \$7.98*
Decorator-styled. Sunburst dial. In red, white, yellow, brown.



2H60 — CONTRAST — \$12.95*
Large graceful black scrolls of heavy wrought iron.

G-E Telechron clocks

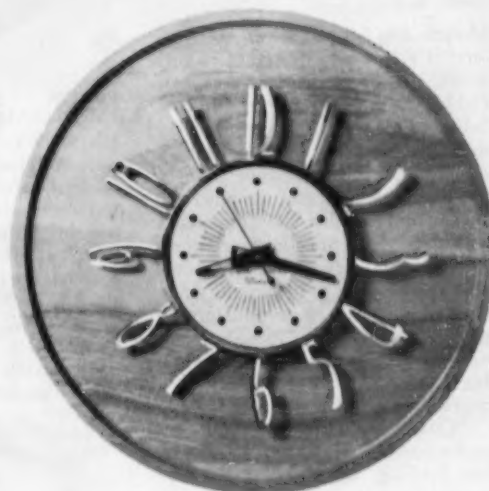
greatest display and promotion programs



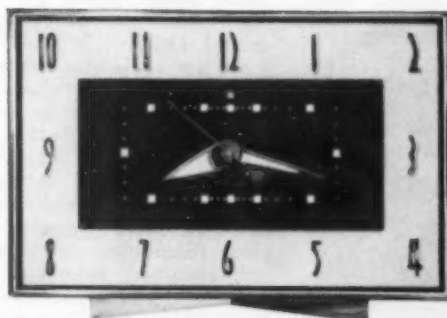
2H104 — KITCHEN-MATE — \$4.50*
"Floating" numerals, white with red, turquoise, yellow or pink.



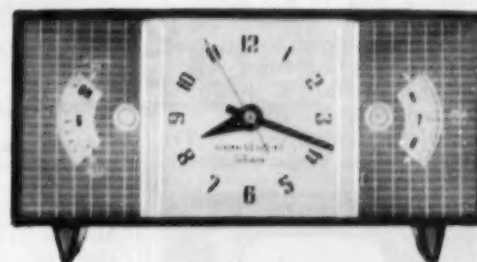
7H241-L — SNOOZ-ALARM — \$6.98*
Wakes you, lets you snooze, wakes you again! Luminous.



2H59 — WALLWOOD — \$9.98*
Tailored wall clock in natural wood. Black, chrome, or brass numerals.



7H239-L — THE DESIGNER — \$17.95*
Gold-plated bezel. Raised numerals. Alarm. Luminous.



8S69 — VIDEOCLOCK — \$14.95*
Timer clock turns TV and radio sets on and off automatically!

P.S.

Check this terrific ad and promotion backing for G-E Telechron electric clocks:

Reader's Digest—3 full pages, full color, October, November, December.

Sunday Supplements—4 full-color ads starting in September in major cities coast to coast.

The Saturday Evening Post—full-color double spread.

Great new point-of-sale displays. Hard-hitting promotion programs for you.

It'll pay—call your distributor salesman today!

*Manufacturer's recommended retail or Fair Trade prices, plus applicable taxes. Prices and specifications subject to change without notice. Clock and Timer Dept., General Electric Company, Ashland, Mass.

GENERAL  ELECTRIC
Telechron



DU MONT TV Line

Allen B. Du Mont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: Du Mont "Silver Anniversary" TV line includes 16 black and white 3 color models and a "Dial-O-Matic" remote control unit. **Selling Features:** Black and white models include a 14-in. portable, 5 table models, 3 convertible models and 6 consoles. 3 precision-powered chassis are available the "Palomar" featured in the price-leading Brewster and Berkeley and 14-in. portable models, has a 40 mc amplifier and is powered by a transformer rather than selenium rectifiers; has new DuMont cascade turret switch tuner; Du Monitor control which provides extra gain.

"Comet" chassis for optimum performance in remote fringe areas has Hi-Gain signal booster; plus-power drive to picture tube and noise rejector circuitry; UHF plug-in tuner permits economical conversion of VHF to UHF; a heavier permanent magnet speaker and acoustically matched sound.

"Galaxy" chassis has 33 tube functions with 18 KV power; 2-stage sound IF amplifier; 2-stage video amplifier; push-button on-off control and set-and-forget volume control; combination bass-treble tone control for full fidelity.

Modern, Contemporary or Traditional designs available through-



out line in mahogany, lined oak or fruitwood; compact table models; convertible sets accent long, low furniture trend—with many sets available with removable matching legs at no extra cost; legs can be attached to optional swivel bases or to matching step or coffee table tops; 17-in. Brewster can be used with a roll-about stand accessory.

14-in. portable model utilizes a cascade tuner; has 3-stage IF amplifiers; weighs about 30 lbs; fabric-covered case in gray, red or 2-toned gray; measures 12½ in. high, 13½ in. wide and 16 in. deep.

NEW PRODUCTS Television

Color sets come in open face console and full-door furniture-styled console in traditional styling.



Dial-O-Matic remote control has telephone-type dial operation; controls on remote unit include station selector, muting switch, pushbutton on-off switch, volume control and brightness control; convenient switch at cabinet cuts unit off when manual operation is desired.

Prices: From \$149.95 for 14-in. portable. Color models are \$750 and \$850 for open face and full-door models respectively. Dial-O-Matic control \$49.95, installed.



HOFFMAN 1957 TV Line

Hoffman Radio Div.,
Hoffman Electronics Corp.,
3761 S. Hill St.,
Los Angeles, 7, Calif.

Models: 3 chassis series featured in Hoffman black-and-white line: Mark 10, Super Mark 10 and Mark 5.

Selling Features: Line includes a 14-in. portable—"Featherlite"; a 17-in. table model; 8 21-in. table models, 10 21-in. consoles and a 24 in. console.

"Featherlite" portable is available in four 2-tone combinations of decorator colors.

"Magic Press-Button", remote controls; new Black easy-vision lens; Soundorama hi-fi sound system with 3 speakers—2 bass woofers and a hi-fi tweeter—in an angled acoustical chamber, and a 7½ watt amplifier; separate bass and treble controls allow blending sound to taste.

All models have fully transformer-powered chassis with hi-G2 turret-type tuner; 3-stage 40 mc IF amplification and aluminized, 90-deg. picture tube; slide-out chassis, built-in antenna; removable front glass.

Automatic tuning is offered in following versions: press-button au-

tomatic tuning with 8 press buttons—7 preselected to cover all stations in an area and one for manual tuning; press-button power tuning—a motor takes over work of tuning—available on several models; press-button power remote—changes channels from anywhere in room; press-button deluxe remote—channel selector and volume control for



added convenience; press-button automatic remote—8 preselected buttons, volume and brightness controls and a speaker operating independently from TV speaker, at viewers fingertips.

Other features include black-easy-vision with Neutrex light shield; hardwood framing in oak, walnut, mahogany, maple or cherry. **Prices:** From \$129.95 for 14-in. portable to \$445.



HOTPOINT TV Sets

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Models: 16 new "Hi-Vi" TV sets. **Selling Features:** Line includes 7 portables in 9-in., 14-in. and 17-in. screen sizes; 3 21-in. table models and 6 consoles in 21 and 24 in. sizes.

9-in. portables 9S101 (black and white), and 9S102 (red and white) weigh 13 lbs; control knobs located on top of set; specially-designed picture for extra lightweight; tinted safety window; electrostatic focus picture tube; new automatic focus circuit locks in picture with sound; other features include a "sight and sound" tuner that automatically allows best possible sound with best picture; new area signal control for adjustment of strong signals; agc and new shielded tuner.



14-in. portables include 2 deluxe and one standard. Deluxe models 14S202 (pink and white) and 14S203, (blue and white), weighs 26 lbs; have lightweight aluminum cabinets, chrome carrying handles. Leader model 14S201 (grey and pearl grey) all metal cabinet weighs 32 lbs. Deluxe models have 90 deg. mirrorized picture tube, shaded glass. Both deluxe and price leader models have new aluminum voice coil, automatic focus, automatic sight and sound tuner, agc and area signal control and shielded tuner.

Two deluxe 17-in. portables 17S301 (pink and white) and 17S302 (blue and white) have aluminum cabinets; weight 32 lbs.; 90 deg. mirrorized picture tube; shaded glass; aluminum voice coil; automatic focus; automatic sight and sound tuner; agc; area signal control.

21-in. table series includes a price leader 21S401 with ebony finished metal cabinet; safety glass tilted downward; independent contrast control. Deluxe 21-in. table models have stay-set volume control; 2-way power tuning which automatically rotates tuner to an active station at press of button; large lighted "lighthouse" channel spotter; remote control at optional extra cost; 90 deg. mirrorized picture tube, shaded glass, tilted safety glass, independent contrast control; aluminum voice coil; automatic sight and sound tuner; automatic focus and automatic gain control; No. 21S451, mahogany masonite finish, 21S452, oak finished masonite.

2 low cost and 2 deluxe 21-in. consoles in mahogany or light oak masonite have all features found in deluxe models. Deluxe 21-in. consoles 21S551 mahogany available with casters for portability; No. 21S552 light oak finish. Both have bass range extended with specially-designed bass baffle that increases clarity of bass notes. Two 24-in. deluxe models 24S801 mahogany veneer with casters; and 24S802 oak veneer without casters have deluxe features including stay-set vp; i. e. bass range extender, 2-way power tuner, lighted channel spotter, automatic sight and sound control; automatic focus; agc; remote control optional. All models available for UHF at slightly higher cost. Special stands for some portables and table models also available. **Prices:** Begin at \$99.95

**100 million dollars
worth of Magnavox
instruments will
be sold in 1956 by our
1500 dealers—
at full retail price!**

On Magnavox sales alone, fifty dealers averaged \$400,000 each last year. One hundred averaged \$300,000 each. In the first sixty days of this year, one dealer alone sold 822 Magnavox television and high fidelity instruments. That's volume selling in anybody's language!

There may be a Magnavox franchise available in your area. If you're interested, we'll gladly send you complete details. Why not write today?

THE MAGNAVOX CO. • FORT WAYNE, INDIANA



Magnavox
the magnificent
high fidelity television • radio-phonographs



They'll want



your buying ideas!

THROUGHOUT the nation's No. 2 market, this scene will be repeated hundreds of times from September 16 through October 7. The occasion? America's greatest home merchandising event—the 10th Annual Chicagoland Home and Home Furnishings Festival!

Originated and promoted exclusively by the Chicago Tribune, the Festival every year attracts well over 1,000,000 visitors. It touches off a bonanza of millions of dollars in home sales—thousands of purchases

of appliances, furniture, floor coverings and accessories.

The Tribune Home and Home Furnishings Festival supplement, to be published opening day, will be the official guide to all the Festival attractions. It will offer an advertising opportunity that can pay you season-long sales dividends.

Be sure you have the full story of this promotion's proved effectiveness in time to plan your participation. Call your Tribune representative today.

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G-E 1957 TV Line

General Electric Co.,
Electronics Div.,
Electronics Park,
Syracuse, N. Y.

Models: 1957 line consists of 21 models; 3 color sets; 7 portables; 9 21-in. tables and consoles and two 24-in. consoles.

Selling Features: Color sets include one table (21T500) and 2 open-face consoles 21K700, mahogany and 21C701, walnut, all with aperture mask picture tube; 80 percent of circuits are printed wiring; only 2 additional tuning controls have been added, one to regulate color intensity the other to adjust hue; a total of 24 tubes including picture tube and 5 rectifiers are used, and the color sets have same operating features as deluxe monochrome sets; VHF or VHF-UHF available.

Standard monochrome line of 11 models has re-engineered chassis—60% is printed circuit, mounted vertically at side of cabinet to reduce height and place control panel at top right of picture. 3 31-in. tables, 6 21-in. consoles and two 24-in. consoles use aluminized pic-



ture tubes; all but price leader have dark safety glass; cabinet materials vary from aluminum and steel used in portables to genuine veneers of mahogany, white oak, cherry and walnut in larger sets.

New power tuning on 8 of the monochrome sets; remote control push-button station selector for use with power tuning is available as an accessory.

One basic chassis in all monochrome sets except portables; chassis has 15 tubes, including picture tube plus 4 rectifiers and detectors; and additional tube and rectifier are used to convert for UHF. Other chassis features include full power transformer, shielded Cascode tuner, automatic area control, electrostatic pic-

NEW PRODUCTS . . . TV and Radio

ture tube which permits automatic focus; independent contrast control, automatic sound tuning and improved horizontal stability through use of miniature double selenium diode rectifier for conventional tube.

Portable models include two 13 lb. 9-in. Personal portables; three 14-in. portables in newly designed cabinets and chassis side control knobs; speaker and ventilation louvers slanted toward back carrying handle is parallel to face.

Two 17-in. 32 lb. models will be retained in line. Finishes include bronze and ivory; terra cotta, ivory; peacock blue and ivory. **Prices:** Color sets start at \$495; 21-in. table models start at \$150 portables start at \$99.95.



ZENITH 1957 Radios

Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: Zenith's 1957 line of radios and phonos which includes a complete selection of table models, clock and portable sets, console combinations, features a new 7-transistor portable Royal "800."

Selling Features: Royal "800" has a power output greater than similar portables using tubes; full-size speaker; needs no special power pack, operates on ordinary flashlight batteries; antenna located in handle, away from metal parts increases signal reception; dual-purpose cabinet features a pop-up handle easily positioned for carrying or playing set outdoors—for use as a table model the handle recesses in set. Unbreakable plastic cabinet is 6½ in. high, 2½ in. deep and 9½ in. wide; weighs 4 lbs. 4 oz.; ebony or silver gray with blue finish.



Other highlights of the new radios line are a jeweler-styled clock radio, a table model with twin front-firing speakers and a compact a.c.-d.c. table.

New record playing instruments range from a compact, 4-speed table-top phono to a hi-fi phono console with AM radio in grained cherry-color finish.

Prices: Royal "800" transistor portable, \$87.50 less batteries. Other models from \$21.95 to \$275.



WESTINGHOUSE TV Line

Westinghouse Electric Corp.,
TV-Radio Div.,
Molochan, N. J.

Models: New line includes 6 color TV receivers and 15 black-and-white sets.

Selling Features: Color sets feature 22-in. rectangular, all-glass color tube in 4 table and 2 console models; simplified control panel board; top front tuning controls; push-button dialing; golden tube mask; servicemen's controls at side; Silver Safeguard printed circuit chassis; large PM speaker; remote control adaptation outlets provided.

Black-and-white "DeLuxe" Presidential series includes two 21-in. table; six 21-in. consoles; two 24-in. table; four 24-in. consoles. Features include Silver Safeguard printed circuit chassis; brightness, vertical and horizontal controls at right; built-in antenna; "spot" eraser; automatic tube saver circuit; dust-proof seal between safety glass and tilted down, aluminized picture



DUMONT Radio Line

Allen B. Du Mont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: Du Mont "Silver Anniversary" radio line includes 3 AM table models, Caribe, Bel Air and Monaco 2 clock-radios, Chantilly and Debutante.

Selling Features: All models feature 5-tube performance; all-new loop antenna; color-molded cabinets in solids and combination colors.

Other models in line include Beachcomber portable and Classic. **Prices:** Table models from \$19.95 to \$36.95; clock-radios from \$29.95 to \$44.95.



ANDREA Portable Radio

Andrea Radio Corp.,
Long Island City, 1, N. Y.

Model: Globemaster deluxe, all-wave, multi-band portable radio.

Selling Features: Includes 2000 to 750 meter long-wave band, standard broadcast and shortwave band.

Features 9 tuning bands including 6 electrically spread bands and a logging scale; pushbutton tuning.

4 antennas include a telescopic antenna for shortwave; a rotatable loop antenna for standard broadcast and long-wave bands; an antenna for attachment to a window for long-wave or standard reception in shielded locations and provision for outdoor antenna.

3 Pushbutton tone controls for separate modulation of treble, bass and voice; pushbutton controlled dial illumination; provision for input or phono record player or tape recorder; provision for output to auxiliary speakers or earphones, and self-winding reel.

Operates on 110-125 volts, 25-60 cycle or battery pack; built-in adaptor available extra for 210-220 volts; suntan, charcoal or white.

Price: \$159.95



\$355⁹⁵ WESTINGHOUSE DISHWASHERS

now at a NEVER BEFORE LOW PRICE
that means volume sales for you!



UNDERCOUNTER, DWD-24-8 with brushed chrome finish



PORTABLE, DWD-24-P in white enamel



UNDERCOUNTER, DWD-24-7 with copper finish

EXCLUSIVE TEMPERATURE MONITOR! Sanitizes as it washes!

UNMATCHED CAPACITY. Holds big things other dishwashers won't take.

DECORATOR FINISHES to harmonize with any kitchen!

EASIEST TO INSTALL! Trouble free in operation!

UNDER-COUNTER OR PORTABLE MODELS!

BACKED by the full power of a **LANDSLIDE** of national advertising focused on dishwashers!

DEMONSTRATED time after time during the 1956 Presidential campaign coverage by Westinghouse on CBS television!

DESCRIBED on coast to coast radio coverage of political conventions! Campaign Debates! Election Returns!

Disposer Campaign Special

FD-2 DISPOSER

99% trouble-free . . . backed by Westinghouse famous replacement policy. The only $\frac{1}{2}$ H. P. unit at this price!

\$59⁹⁵



WATCH WESTINGHOUSE cover the conventions on CBS TV and Radio.



WATCH WESTINGHOUSE
WHERE **BIG** THINGS ARE HAPPENING FOR YOU!

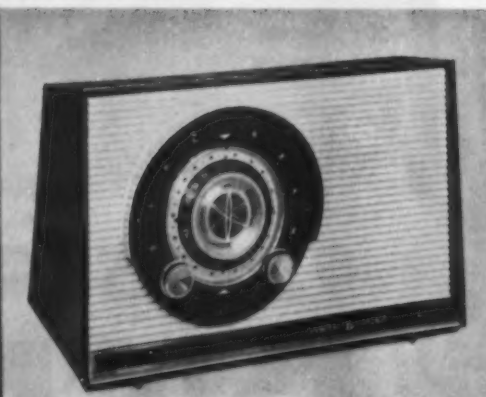
TOPS IN DEMAND AND TURNOVER- New Features... New Promotions...



MODEL 850: Price Leader at \$14.95* in handsome Mahogany Mottle cabinet; printed circuit; powerful General Electric Dynapower Speaker for excellent sound. Perfect for high volume gift trade.



MODEL 875: Table Radio. Printed circuit for longer life; Ferra-Power antenna; Push-Pull, On-Off Control keeps volume constant every time radio is turned on. Mahogany, White or Pink. \$19.95*



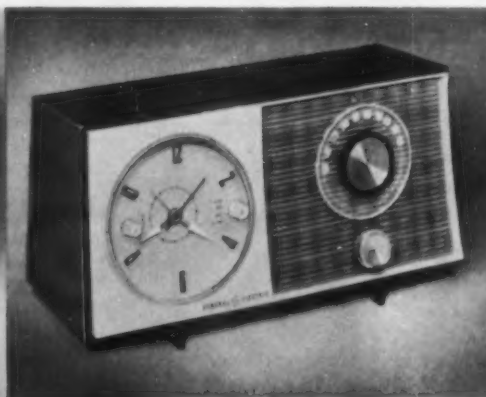
MODEL 860: Phono-jack; Push-Pull, On-Off Control; Dial Beam tuning; Ferra-Power antenna; Audio-Magic Switch; molded back. Mahogany & White, Red & White, Turquoise & White. \$27.95*



MODEL 476 (top): Musaphonic. Bass & treble control; Phono-jack; Mahogany or Ivory \$34.95*. **MODEL 870 (bottom):** Musaphonic. Ferra-Power antenna; Local-Distance switch. Mahogany or Ivory. \$39.95*



MODEL 930: Clock-Radio price leader. Automatically wakes you to music. Ferra-Power antenna for extra reach. Accurate G-E clock is self-starting, self-regulating. In Antique White. \$24.95*



MODEL 935: New General Electric Clock-Radio. Turns on and off automatically. Wake to music or buzzer alarm. Printed circuit; Ferra-Power antenna. Mahogany & White, Red & White. \$29.95*



New display



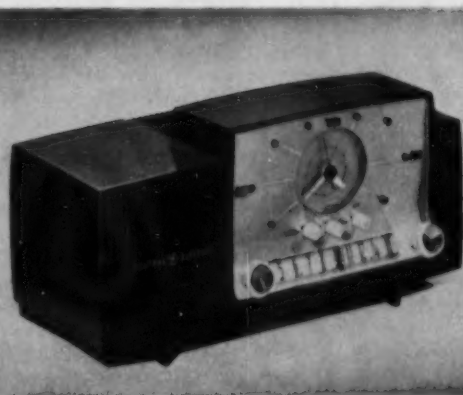
Fits against wall

NEW G-E RADIOS START AT \$14.95*

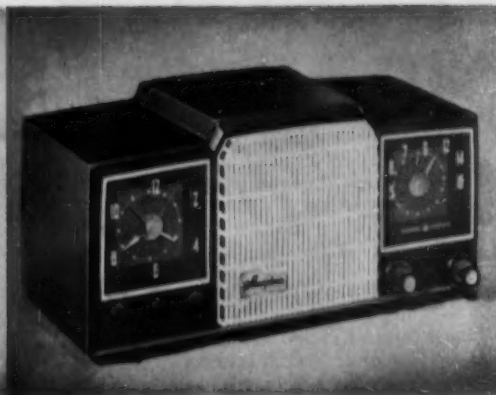
Choice of colors at no extra cost!



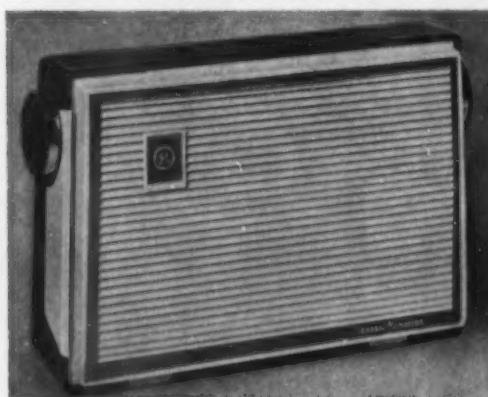
MODEL 940: Clock-Radio turns appliances on and off. Automatic features for happy sleeping and waking up. Luminous hands. Choice of Mahogany & White, Red & White, Champagne & White. \$34.95*



MODEL 911: Clock-Radio with every new feature. Phono-jack. Turns on or off automatically. Appliance outlet; Dial Beam tuning; Ferra-Power antenna. Mahogany, Ivory or Pink. \$39.95*



MODEL 955: New Musaphonic Clock-Radio. Wake-up-to-music or buzzer alarm. Turns on or off automatically. Phono-jack; appliance outlet; 5 tubes plus rectifier. Mahogany or Ivory. \$49.95*



MODEL 672: 3-Way Portable. Exclusive power-cord hideaway. Ferra-Power antenna for greater reach. Case unbreakable in normal use. White and Ebony, Terra Cotta, Turquoise; or Ebony. \$29.95*



MODEL 662: Exclusive G-E Convertible—it's a clock... a clock-radio... a portable—all-in-one! Turns on and off automatically. Two-tone Gray, Red & Antique White, Champagne & White. \$44.95*



MODEL 676: ALL-TRANSISTOR POCKET RADIO. Weighs only 15-oz.—no larger than a postcard. Fits pocket or purse. Earphone accessory for private listening. Ebony, Ivory, Red or Turquoise. \$49.95*

stops traffic anywhere



An island display



Around a post

Now the fastest-selling line in radio brings you its newest and greatest volume-building line-up. With models for every member of the family, every room, every budget—from only \$14.95*—these new G-E Radios are styled to turn over faster than ever. You'll clinch Portable sales with cases *unbreakable* in normal use. You'll amaze prospects with the unmatched tone of Musaphonic. You'll cash in on booming gift business with the miracle G-E 15-ounce, all-transistor pocket radio. You'll rack up many an extra sale by offering a choice of colors at no extra cost.

What's more, G.E. backs you up with advertising that blankets your market. Powerful color ads in Sunday Supplements and national magazines. Two big network TV shows. Complete and compelling point-of-sale support. All aimed at making more sales for you. Call your G-E Radio Distributor. Get this new story on the G-E leadership line. Radio Receiver Department, General Electric Company, Bridgeport 2, Conn.

* Mfr's. recommended retail or Fair Trade price. Includes 90-day written warranty—even on labor. Batteries & accessories extra. Prices slightly higher West and South.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



SPARTAN Portables

Spartan Div.,
The Magnavox Co.,
Ft. Wayne, 4, Ind.

Models: Spartan Wayfarer phono 2S-150 and radio-phono 3S-300.

Selling Features: Phono model 2S-150 is a small lightweight instrument with 1 amplifier tube and 1 rectifier; tone and loudness control; 8-in. speaker; 3-speed manual record player. Choice of turquoise, coral or gray finishes; handle is provided for easy portability.

3S-300 radio-phono uses a 5-tube AM tuner and amplifier including rectifier. Both sets are table models.

Price: 2S-150, \$39.50; 3S-300, \$49.50.



MOTOROLA Radios

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: Motorola 1957 radio line includes 6 table and 5 clock radios.

Selling Features: No. 57H table model features an illuminated push-button on-off switch which permits leaving volume and station preset so radio comes in at pre-set selection and volume immediately.

No. 57A, leader in line, has 4-tubes plus rectifier; 4-in. round speaker, plated PLAcir chassis; improved a.v.c.; shockproof interlock disconnects when back panel is removed. Ebony, red or white.

57R, available in ebony, white, turquoise and pink features longer, lower styling with modern waffle grille design.

No. 57X, has volumatic control, vernier tuning, slide rule dial scale, ferrite antenna, PLAcir chassis, long low cabinet in ebony, mint or mahogany.

No. 57W, has 4-tubes plus rectifier, phonojack, pilot light, slide rule dial, "volumatic" feature in a wood grained cabinet; mahogany or lined oak.

67X, top of line, has 5 tubes plus rectifier; 2 4-in. speakers; full range tone control; including "volumatic" high impact plastic cabinet in mahogany.

Clock models 57CE, 57CS,

NEW PRODUCTS Radios, Hi-Fi and Phonos

57CD, 57CC and 67C feature "lever principle" eliminating knob principle Arabic numbers 57CE, leader, had PLAcir chassis, Telechron timer, 4-tube plus rectifier; shockproof interlock. 57CS has appliance outlet, buzzer alarm, slumber switch and "lever arm controls"; 57CD is similar to 57CS with vernier tuning and luminous clock hands. 57CC, an automatic calendar model tells day, date automatically; "volumatic control." 67C, top of line has illuminated station dial, phonojack, 3-gang tuner; tuned RF stage; slide rule dial; full range tone control and "volumatic control."

Prices: Table models from \$15.95 clock models from \$24.95.



RCA-Victor Hi-Fi Phonos

RCA Victor Radio and "Victrola" Div.,
Radio Corp. of America,
Camden, N. J.

Models: RCA Victor 1956-57 line of New Orthophonic hi-fi "Victrola" phonos includes 8 models in 6 finishes.

Selling Features: 2 new instruments—Mark VIII, 7HF45, a 2-speaker 45 rpm phono, and Mark IIID, 7HFR1, a console combination phono, AM-FM radio and tape recorder have been added to the "Mark" series.

Mark VIII features a 6½ in. speaker for low and mid-range frequencies and a 3½ in. "tweeter" for hi-fi; specially-designed amplifier has new circuitry design for low hum level and provides 2.1 watts undistorted output; hand-rubbed wood cabinet in Regency period styling.

Mark IIID has a 4-speed record changer, a new deluxe hi-fi tape recorder, an AM-FM radio; a 12-in. speaker for low and mid-range and two 3½ in. "tweeters" for high frequencies; undistorted output of 10-watts with a response through a range of 50 to 20,000 cycles; a 13-tube chassis plus 2 rectifiers with an extra 5-tubes in chassis of tape recorder.

All other instruments have been completely redesigned with new 4-speed (16½, 33½, 45 and 78 rpm) changers, a new tone arm with finger lift, and a new rubber mat for record cushioning and a new self-locking spindle well. These

models are: Mark II, 7HF2, combination phono-AM/FM radio console with 16 tubes plus 1 rectifier and a transistor circuit, a 12-in. speaker and two 3½ in. "tweeters". Mark III, 7HF3, combination phono-AM/FM console has 13 tubes plus 2 rectifiers; a 12-in. and two 3½ in. speakers. Mark IV, 7HF4, console phono has 4 tubes and 1 rectifier; an 8-in., and two 3½ in. speakers, input jack for additional speakers, tape recorder or Stereophonic equipment. Mark VI, 7HF5, table phono with brass legs for use as console with 3 tubes and 1 rectifier; one 6½ and two 3½ in. speakers; input jack for attachment to tape recorder, extra speakers or Stereophonic equipment. Mark VII, 8HFP1, portable version of Mark VI in brown leatherette. Finishes include natural walnut, Provincial cherry, light oak woods.

Prices: From \$79.95 to \$1600.



MOTOROLA Phonos

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: 1957 line includes a hi-fi console, 4 table models a radio-phono a basic phono and a kiddie model.

Selling Features: Masterpiece 67HFK hi-fi console in mahogany or Swedish Oak or walnut cabinet features an extended range 15-in. Jensen woofer with three 5½ in. Jensen speakers; 5 tubes plus rectifier, 20-watt amplifier. 4-speed changer has automatic intermix; 45 rpm spindle; diamond stylus; range is 30 to 15,000 cycles. "Guest Conductor" allows separating voice from music; built-in record well has protective sponge rubber bottom and rubber turntable mat. An FM input jack and phono motor switch; an auxiliary speaker jack permits a 5th speaker to be plugged in for use in other parts of house.

Table hi-fi models 67HFT, 67HFP and 57HFP. 67HFT and 67HFP have 8-in. woofer two 4-in. speakers; 5-tube plus rectifier, full 20-watt amplifier; 4-speed intermix changer with 45 rpm spindle tone arm lock, dual sapphire styli, separate base and treble tone controls, automatic shutoff, rubber turntable mat, ceramic cartridge, on-off in-

dicator, FM input jack and external speaker jacks. 67HFT has mahogany cabinet, 67HFP with 2-tone coffee leatherette cabinet.

57 HFP has 3 speakers: one 6-in., and two 4-in. speakers; 4-tube plus rectifier amplifier; 4-speed intermix changer, dual flip-over sapphire styli, automatic shut-off, 45 rpm spindle, external speaker jack, ceramic cartridge; 2-tone tan or solid grey finish.

57RF combination radio-phono has automatic 4-speed phono with 4-tube plus rectifier AM radio and 4-speed changer unit; 5½ in. hi-fi speaker used for both radio and phono; 2-tone scuff proof case of copper and white or 2-tone blue.

37F phono in pyroxylin covered plywood case is an automatic, 4-speed intermix with 45 rpm spindle, dual sapphire styli, ceramic cartridge, rubber turntable mat, on-off indicator; charcoal and pink or black and green finish.

"Moppet" kiddie phono plays all sizes and speeds; dual styli; tone control and 45 rpm record holder; plywood case in 2-tone red or blue with color keyed controls.

Prices: From \$32.95 for kiddie phono to \$229.95 for 4-speaker hi-fi console.



DUMONT Hi-Fi Phonos

Allen B. Du Mont Laboratories Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: 3 new models: Minstrel, Balladier and Tanglewood II.

Selling Features: Price-leader, Minstrel plays all speeds, 33, 45, 78 and 16 rpm; intermixes 7, 10 and 12 for up to 5 hours listening; all-wood cabinet in mahogany or lined oak finish; push-pull hi-fi amplifier; dynacoustic tone changer; separate bass and treble tone controls; 2 extended range speakers.

Balladier, combines an AM radio with 4-speed record player; 2 extended range speakers—a 3½ and a 10-in., lined tone chamber; crystal cartridge.

Tanglewood II, has turnover crystal cartridge; 3 extended range speakers; 20 watt output; 20 to 20,000 cycle frequency range; combines an AM-FM radio with a 3-speed record player using the Col-laro record changer; 4-pole motor; mahogany veneer cabinet finish.

Prices: From \$159.95 for Minstrel to \$350 for Tanglewood II.



Major as well as traffic appliances from Graybar are displayed, demonstrated and sold in excellent volume by The Southwestern Electrical Company of Wichita. Shown above are Tom McBride, Graybar salesman and L. E. Walter, Sales Manager of Southwestern, checking over major appliances. Electric clocks, in a wide variety, are displayed on the shelves along the wall.



Reminder displays in attractive variety, says L. E. Walter, Sales Manager of Southwestern Electrical, help to keep small as well as major appliances moving in good volume. Shown here are some of the fast selling electric blenders, coffee makers and egg cookers featured by Southwestern.



Here are Tom McBride, Graybar salesman and L. E. Walter, Sales Manager of Southwestern, planning a promotion on the latest equipment in electric cookery.



L. E. Walter, Sales Manager of Southwestern Electrical Company, Wichita, Kansas, believes that two major objectives of any successful sales operation in the field of electrical merchandise are balanced stocks and good healthy turnover. He likes buying via Graybar and working with Tom McBride, his Graybar salesman. Tom is always ready to help with advertising layout, display arrangement and special promotions like Saturday factory demonstrations.

KEYS TO OUR BUSINESS HEALTH ARE speedy turnover and balanced stocks ...via Graybar

SAYS: L. E. WALTER, Sales Manager
Southwestern Electrical Company,
Wichita, Kansas

"These problems of merchandise stock and the speed of our turnover are closely linked with the health of our business. Right after World War II everything was in short supply. We had a real problem in getting enough merchandise to keep us going. Graybar gave us fine support at that time.

"Today Graybar is our chief source of supply on all our electrical lines. That applies to

traffic appliances as well as major units. If Graybar distributes it, Southwestern sells it.

"Southwestern has been in business in Wichita for 48 years and we feel that the friendly cooperation we enjoy from Graybar proves the value of one of our basic convictions: it pays to pick out a source of supply with which you can work closely and harmoniously, year in and year out."

656-68

*Your Customers **WANT** the popular appliances...*

GRAYBAR ELECTRIC CO., INC.
Executive Offices:
Graybar Building, 420 Lexington Ave., New York 17, N. Y.

recommended by
Graybar

IN OVER 130
PRINCIPAL CITIES

Telechron range timer advertising Sells Telechron range timers 4 ways...

Telechron Electric Memory range timer
times all your cooking for you...
calls you when it's cooked—automatically



Telechron Timers make life easy—automatically

TELECHRON RANGE TIMERS ARE BUILT IN THESE FAMOUS RANGES: GENERAL ELECTRIC, MORSE, WESTERN HULLY, PHILCO, KENMORE, TAPPAN, OSH, WELBILT, UNIVERSAL, MAYTAG, FLORENCE, WESTINGHOUSE (CANADA), DIXIE, BOSTON, GLOBE-AMERICAN, CALORIC, FIRESTONE, MONTGOMERY WARD, CAMBIE-GEORGO.



See this
full-color, full-page
Telechron range timer
advertising in the
September 15 POST

Telechron timers

Gives you 4 ways to sell more ranges!

PUT THESE 4-WAY TELECHRON
RANGE TIMER DEMONSTRATIONS TO WORK ON
YOUR SALES FLOOR—NOW!



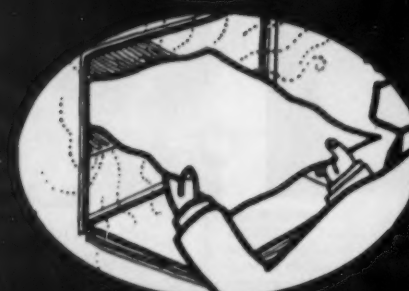
1

Demonstrate top-of-the-stove timing.
Easy to do with a teapot and water . . . and the
easy-to-set Telechron timer.



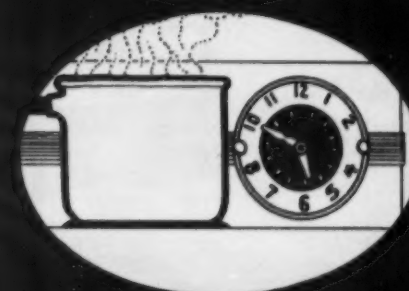
2

Demonstrate broiler timer.
Easy to do with a piece of bread . . . and the
easy-to-set Telechron timer.



3

Demonstrate oven timing.
Easy to do with a sheet of white paper . . . and the
easy-to-set Telechron timer.



4

Demonstrate the built-in Telechron timer—
a real sales closer because it's as easy to set as
a clock. No complicated instructions to follow.

FREE . . . mounted reprints of this ad and point-of-sale
material. Write, wire or phone Telechron Timers, Clock and Timer
Dept., General Electric Company, 236 Homer Ave., Ashland, Mass.

make sales easy...automatically

Why it pays you to think like a woman



Ever notice how often a woman gets just to the brink of buying—then holds back, hesitates? And then, what might seem like a minor point finally gives her the assurance she needs to decide. So that becomes truly the major point... for it clinched the sale.

Take heating elements, for instance.

When any appliance is equipped with a Nichrome heating element, you've got

just that kind of a feature. For all buyers, from manufacturer to dealer to consumer, know Nichrome® stands for dependable, long-lasting performance. No wonder the name "Nichrome" helps move better quality, full-profit appliances at every level of distribution.

Make sure *your* appliances have heating elements of Nichrome—the "extra" that clinches the sale.

Nichrome V and Nichrome are manufactured only by

Driver-Harris COMPANY

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

NEW PRODUCTS



MAGNAVOX Hi-Fi

The Magnavox Co.,
Fort Wayne, 4, Ind.

Models: Two portable hi-fi units Rambler, radio-phono No. TP233 and phono TP232.

Selling Features: Both are table models and have gray, coral and turquoise finish. Phono model employs a 2-tube amplifier including rectifier and is equipped with compensated loudness control and variable tone control one 8-in. speaker with sound reflecting lid; 3-speed manual record player with pianissimo cartridge and dual sapphire styli.

Radio-phono has same speaker as TP232 with a 5-tube AM tuner-amplifier including rectifier.

Price: Phono, \$39.50 and radio-phono, \$49.50.



**RCA Victor Hi-Fi
Tape Recorders**

RCA Victor Radio and "Victrola" Div.,
Radio Corp. of America,
Camden, N. J.

Device: RCA Victor Stereophonic hi-fi tape players 8STP1 and 8STP2.

Selling Features: Portable unit 8STP1, and console unit 8STP2 have complete Stereophonic hi-fi sound systems with 2 amplifiers, 2 speaker systems, a Stereo-tape player and 30 ft. cable.

Portable model consists of 2 matching luggage-type cases in 2-tone brown and tan simulated leather; one case contains a tape player which will play dual or single track tapes at 7.5 ips; a pair of 2.5 watt amplifiers, and a Panoramic sound system of two 3½-in. and one 6½-in. speakers. Second case contains an identical speaker system and storage space for tapes.

Console unit has same equipment in console cabinets.

Prices: Portable unit, \$295; console, \$350.

You'll enjoy the brightest sales prospects with the NEW...

SYLVANIA "Angel of Light" PROMOTION

Here's the deal that's powered to pull in store traffic that counts... the prospects that want to buy!

It's Sylvania's terrific new promotion that means practically every walk-in will ask for a sales-clinching store demonstration of Sylvania "Cabinet of Light" TV... the exclusive TV picture feature that literally sells on sight.

It's important to remember too, that you make more with Sylvania "Cabinet of Light" TV. That's because Sylvania's picture superiority stands out best in

side-by-side comparison. And customers gladly pay more because they see... and get... more with Sylvania "Cabinet of Light" TV.

Plan now to tie in with the new Sylvania "Angel of Light" Nite Lite promotion that will help you sell extra-profit Sylvania "Cabinet of Light" TV.

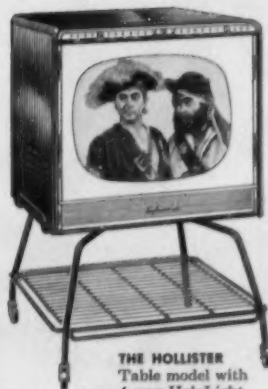
Call your Sylvania Distributor for details today!

*Sylvania "Cabinet of Light" TV offers 3 Touches of Sales Magic

1. Magic Touch Tuning
2. Magic Power Tuning
3. Magic HaloLight® Eye Comfort



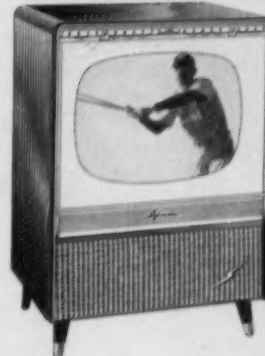
THE WARWICK HaloLight Console with built-in swivel base in choice of finishes.



THE HOLLISTER Table model with 4-way HaloLight brightness control, "Custom 32" chassis. Choice of finishes (stand extra).



THE WYNWOOD Console with built-in swivel base, adjustable HaloLight. Choice of finishes.



THE MERRIMAC Console with 4-way HaloLight brightness control, powerful "Custom 32" chassis. Choice of finishes.

Keep your eye on



SYLVANIA®

... fastest growing name in sight



HARRY PRICE ALWAYS



READS THE ADVERTISEMENTS

... in every issue of **ELECTRICAL MERCHANDISING**

Harry Price, President of the six Price stores and Kitchen Planning Center in the Norfolk, Virginia area employs 50 salesmen and 125 other people. He was the 1950 and 1954 Brand Name Retailer of the Year and is a past President of the National Appliance and Radio-TV Dealer Association. As such he was Chairman of the Committee which was largely responsible for organizing and founding NARDA's first Institute of Management for appliance-radio-TV dealers. An **ELECTRICAL MERCHANDISING** subscriber since 1935, here is what he says about it . . .

HARRY PRICE SAYS

"I make a point of reading the advertisements in **ELECTRICAL MERCHANDISING** and never miss them. They keep me abreast of what is going on in the industry from a competitive standpoint.

ADS GIVE FAST INFORMATION

Although manufacturers do a good job of keeping me informed I find that their advertisements keep me up to date and give me a large volume of information I can't get as fast elsewhere.

WHAT THE ADS DO FOR HARRY PRICE

The advertisements have created many, many interests in merchandise in which I normally would not have been interested if I had not seen them in **ELECTRICAL MERCHANDISING**. When distributors come in to talk to me about such products I listen to them and am ready to ask questions because I'm already interested.

SALES IDEA SOURCE

I have gotten some mighty fine ideas for promotions out of **ELECTRICAL MERCHANDISING**. When I read about something which some dealer has done somewhere it makes me think of an idea which I develop into a promotion tailored to my own market . . . and the promotion was sparked by an idea which appeared in an **ELECTRICAL MERCHANDISING** article. When I need an idea I sometimes get out my old copies to find one."

OTHER HARRY PRICES

Thousands of America's top dealers and distributors join Harry Price in looking to **ELECTRICAL MERCHANDISING** for profit-making sales ideas. Dealers name it as the publication in which they are most likely to see advertisements. They are twice as likely to pick it up purposely to read the ads than the field's second publication.

DISTRIBUTION BUILDER

Because sales-minded dealers and distributors read **ELECTRICAL MERCHANDISING** advertisements so thoroughly your advertising is most effective in it. And, because the people who mean so much to you save it and refer to it frequently, a single ad gives the cumulative impact to several insertions. Use it regularly. Your advertising message will work harder to build distribution among top dealers and distributors where you can really boost sales volume cheaply.

Electrical Merchandising

alone will cover the market **alone**

A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.



Beauty Queen STEEL KITCHEN

SALES SOAR UP OVER

80%

FOR FIRST 6 MONTHS 1956

**STOCKS IN
22 DISTRIBUTING CENTERS PAY OFF IN
FASTER PROFITS for DISTRIBUTORS and DEALERS**

AMERICA'S MOST ADMIRER KITCHENS

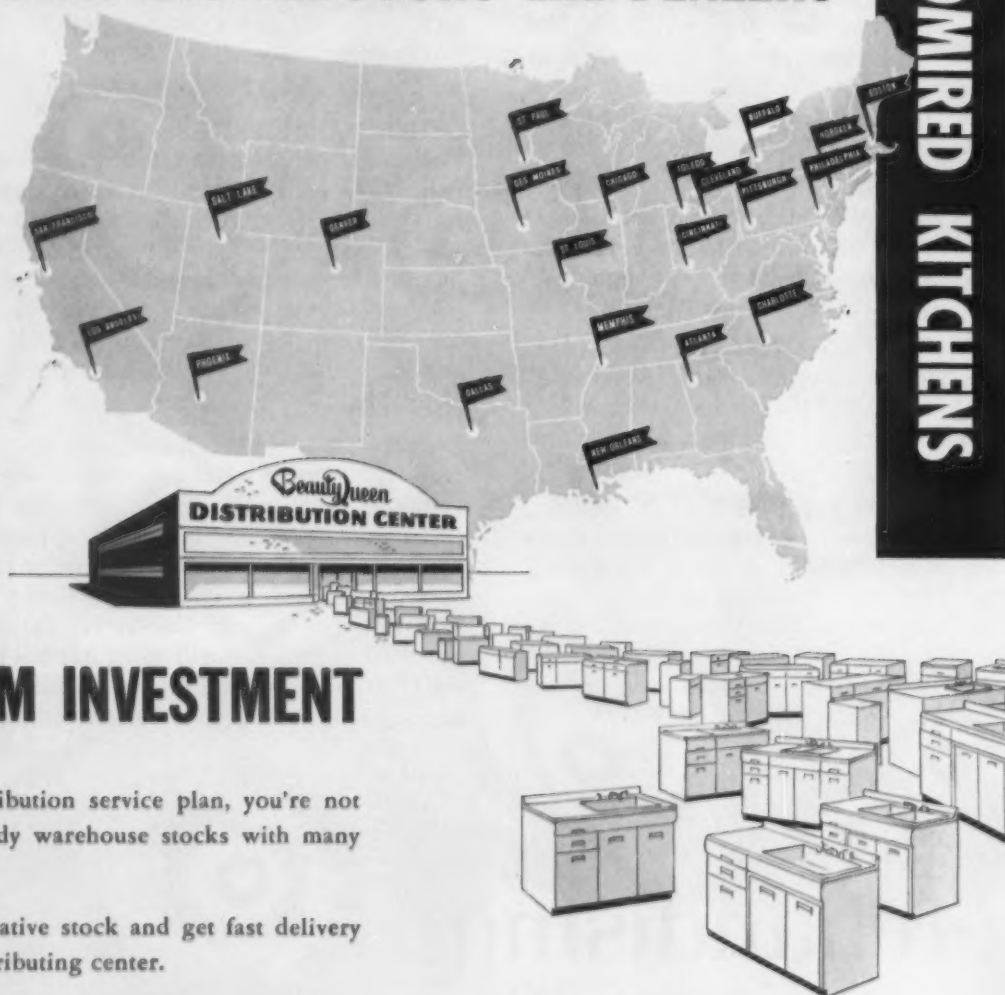
**BUILD A BIG
PROFITABLE
VOLUME
WITH MINIMUM INVESTMENT**

With the Beauty Queen distribution service plan, you're not overloaded with huge unwieldy warehouse stocks with many thousands of dollars tied up.

You operate with a representative stock and get fast delivery service from a convenient distributing center.

We claim without any "ifs" or "ands" that the Beauty Queen plan enables you to become a leading force in the kitchen business, faster . . . with quicker profits to you.

Distributors and retailers who have carefully investigated Beauty Queen's sales advantages are signing up at a tremendous rate.



**DISTRIBUTORS · DEALERS
WRITE, PHONE OR WIRE ABOUT
AVAILABLE FRANCHISES**

TOLEDO DESK & FIXTURE COMPANY . . . MAUMEE, OHIO

TRADE REPORT

AUGUST • 1956



COLOR TV:

RCA contends the water's fine, but the rest of the industry isn't so sure

COLOR television looms like a raincloud over the parched TV market, but the crosscurrents of consumer demand and satisfactory prices apparently haven't reached the point that will trigger floods of sales. Both the industry and the buying public are acting with extreme caution. In fact, only one manufacturer has given any indication of going out on a limb.

Almost everyone concedes that color-TV is the next big thing on the appliance horizon. Everyone talks about it, studies it, and finds it a good thing. But there are few brave souls who are doing much about it. Most are sitting back, content to have sets ready to roll in case the market makes a sudden, unexpected spurt. No one, in short, wants to be left out of the race, but only one or two have been bold enough to make the first dash.

RCA, of course, has been the bold one. With announced prices ranging from as low as \$495 for a

table model up to \$850 for a door console, RCA plans to manufacture a total of 200,000 or more sets this year. According to Robert A. Seidel, executive vice-president, consumer products: "Our market surveys show that there are nearly one million persons who are ready and able to buy a color television set for their homes at the \$495 price level—now."

But on the distributor and dealer level, this has not apparently been the case to date. Some large dealers report moving as few color sets as one every six months. Of course, the \$495 price is new and it is still summer. The question remains, will the fall market support RCA's optimism?

Signs to Watch. There are signs that color-TV will come into its own in the fall, at least in the realm of programming. It has been predicted by responsible authorities of NBC radio and television networks that the industry will be able to

provide 80 hours of color television programs a month in the fall. In addition, they say some of the most popular stars and best features will appear in color. Night-time programs are being planned for each night of the week in addition to the regular daytime features and spectacles.

Everywhere, too,—in consumer publications, in street posters, and in many forms of advertising,—color television is being boosted. People are becoming more and more aware of it as sets appear increasingly in public places and private homes.

One theory holds that, since the public already has television in the black-and-white form, color must come through a process of evolution rather than revolution. It is not a completely new concept, but simply an improved concept, they argue. Manufacturers know, however, that black-and-white saturation is high and the market slow. No one is absolutely sure that 1956

won't still be a big color year.

Cautious, But Ready. This uncertainty is reflected by nearly all the leading manufacturers. They don't all have a 10-set, competitively-priced color line like RCA, but several are taking cautious steps and others are flexing their muscles to move when the time is ripe.

Admiral, for instance, has introduced a color-TV consolette at \$499.95. This set, over \$300 less the company's previous color model, is one of four models introduced by Admiral.

General Electric has one table model at approximately \$495, and two consoles with prices not established.

Philco has brought two models down to \$595 and \$695 in order to keep pace with the leaders.

Emerson offers one 21-inch model at \$678, but can go "no lower unless at a loss."

DuMont has available three models in the \$750 to \$850 class,



Westinghouse takes off with
industry's greatest profit "deal"... backs
these "Campaign Specials" with

NEVER BEFORE have any Radio and Television sets had advertising
and promotion coverage like **OPERATION LANDSLIDE!**

Starting August 12th, Westinghouse will again sponsor **BOTH** the
Democratic and Republican Political Conventions!

Fifty-five million people will see Westinghouse on CBS-TV during
the coming Political Conventions... and then on nine weekly
debates... and finally on Election Night returns with all Amer-
ica tuned in! It'll be the greatest show ever... the greatest cast,
the greatest audience. And time and time again, the most inter-
ested viewers in television history will see these "Campaign
Specials"... hear all about the top quality, bottom price and
amazing trade-ins you are offering.

Millions and millions more people will hear Westinghouse over
CBS-Radio. 202 stations will cover 92.2% of America's radio
homes... catch them in automobiles and public places as well.

Everybody will want Westinghouse! They'll be presold and
ready to buy. Get every bit of the business coming to you... by
taking advantage of the hard-hitting material in the OPERA-
TION LANDSLIDE Plan Book. Use the ad mats—often—
back your advertising with the displays, posters, banners, pen-
nants and mailing pieces. Hit it hard... and watch the profits
roll in.

**SEE dramatic, hard-selling demonstrations of Westinghouse
Laundry Equipment • Westinghouse Refrigerators • Westinghouse
Ranges • Westinghouse Dishwashers • Westinghouse Portable
Appliances**

OUTSTANDING RADIO CAMPAIGN VALUE!



587P7 series

**NEW "Seven Translator" Tubeless Portable
Radio**—so tiny it fits in pocket or purse.
Exclusive **PRECISIONEERED** features—
exclusive colors and design—exclusive "No
extras to Buy" selling
story... because genuine
leather carrying case and
special long-life battery
are included in your
amazingly low price.

**ONLY
\$6995**

With leather carrying
case and batteries.

RADIO CAMPAIGN SPECIAL #1



562P4 series

NEW "Rambler" Personal Portable that's
smaller, smarter, lighter... with more style,
flair and performance features than radios
far larger, more costly. And, to close every
money-making sale, you
actually **GIVE** a shoulder-
strap carrying case
and complete battery
complement **FREE**.

**ONLY
\$2495**

With carrying case
and batteries

RADIO CAMPAIGN SPECIAL #2



588P4 series

NEW "Play Pal"... lowest priced 3-Way
Portable Westinghouse has ever offered.
Yet, it has all the quality features you need
for volume sales: Unbreakable Case...
Two-Tone Color Styling... Silver Safe-
guard Chassis... and others. And, even at
price, you get full profit-
plus markup.

**ONLY
\$2995**

Special sales-building plus: Every customer actually gets **FREE** a 90-day Warranty on labor as well as parts.

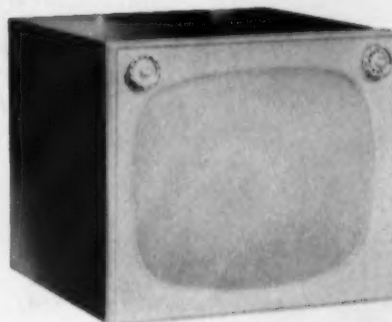


OPERATION LANDSLIDE

NEVER BEFORE have you been able to offer your customers so much quality—such big trades—and still cash-in with record-high margins!

Everybody wins! Your customers win because they save money and still get the newest of all . . . the finest of all! You win because you get a LANDSLIDE OF SALES . . . and every one is a certified money-maker. These "Campaign Specials" are all new . . . red-hot and right from the assembly line . . . with years-ahead PRECISIONEERED features modern decorator-inspired styling, exclusive performance perfection.

See your Westinghouse Distributor today. Get all the facts on all the BIG deals he has ready for you.



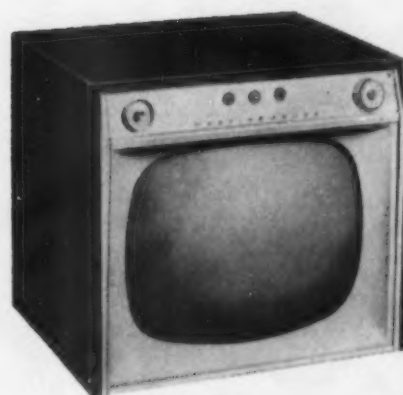
Silver Safeguard Chassis
Aluminized Picture Tube
Balanced-Tone FM Sound System

TV CAMPAIGN LEADER

21-inch* Table Model that's PRECISIONEERED for performance . . . priced for some of the fastest action you've ever seen. Yes, here's a set that's a real "buy" for the customer . . . a real "business-builder" for you.

ONLY
Suggested list price **\$16995**
21T101—THE ADAMS, Mahogany Finish

Tip-Top-Front-Tuning
New Wide-Open Viewing
Automatic Local-Channel Selector



Silver Safeguard Chassis
Aluminized Picture Tube
Balanced-Tone FM Sound System

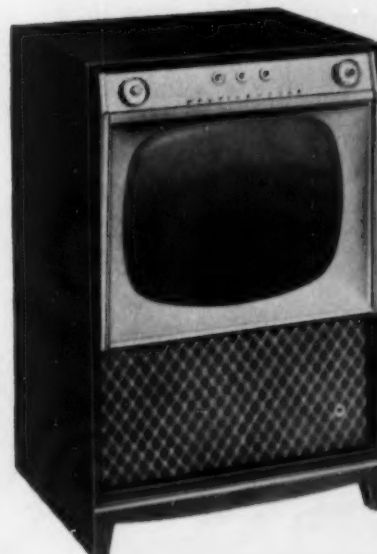
TV CAMPAIGN SPECIAL #1

24-inch* Table Model with "worth-more" quality at "sell-more" price. Even when you allow your customers bonus trade-in allowance on their small-screen sets, you'll end up with more cash in the till than you ever hoped for.

ONLY
Suggested list price **\$24995**
950T24
Less King-Size Trade-In Allowance

950T24—Mahogany Grained Finish
951T24—Lined-Oak Grained Finish

Tip-Top-Front-Tuning
"Slim-Trim" Cabinet Design
Eye-Comfort Filter Glass



TV CAMPAIGN SPECIAL #2

21-inch* Console that would be a sell-out even for dollars more. But just wait till you learn about the bigger-than-ever trades you can offer . . . the bigger-than-ever margin you'll get.

ONLY
Suggested list price **\$29995**

Less King-Size Trade-In Allowance

Silver Safeguard Chassis
Aluminized Picture Tube
Balanced-Tone FM Sound System
Super Cascade Tuner
Eye-Comfort Filter Glass
Furniture-Crafted Wood Cabinets

941K21—Lined-Oak Grained Finish
942K21—Mahogany Grained Finish

*Overall tube diagonal measurement

Prices slightly higher South and West

Television-Radio Division Metuchen, N. J.



WATCH WESTINGHOUSE

WHERE **BIG** THINGS ARE HAPPENING FOR YOU!

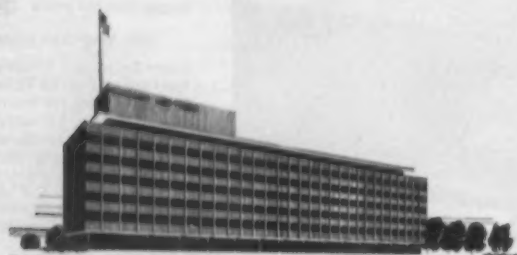
in Chicago... it takes 2



In all the Chicago families where Dad is under 45, you can be sure he's buying more—and more often—than he ever will again in his life.

Yet not one of Chicago's 4 daily papers reaches even half of these young men. In Chicago, it takes 2 . . . and one must be The Sun-Times.

Younger Chicagoans read the Sun-Times because it's their kind of newspaper—it's convenient, easy to handle, has a modern format, gives the news at a glance.



CHICAGO
SUN-TIMES

NEWSPAPER OF THE NEW CHICAGO!

211 W. Wacker Drive, Chicago

250 Park Avenue, New York

but plans to put its promotional emphasis on middle and high end black-and-white.

Westinghouse has six color models available to distributors, but has not announced prices as yet. Westinghouse features a 22-inch all-glass rectangular tube.

Motorola plans the manufacture of a console and a consolette, but has not yet set an established price. Motorola plans to "use ads as the market dictates."

Sylvania offers a console and a table model, but has set no prices.

And so goes the color story. Caution is the watchword, caution built on both the fear of being left behind in the race and of running too fast and tripping.

Costly Manufacture. The big problem, of course, is the cost of the color tube. Most sets now are functioning on an expensive, hand-made three-gun tube that keeps prices high. Philco has developed a one-gun tube, which it is hoped will be an answer to lowering costs

eventually. Paramount Pictures Corp. has also demonstrated a set which, according to Barney Balaban, president, "can be sold to the public at a price below \$400." To date, however, no such sets are being made commercially. This set uses what is called the "Lawrence tube," a one-gun tube. GE is also working on a new tube.

RCA claims that it is producing its three-gun \$495 color sets at a profit, but there is little doubt that the margin is low. Neither is there doubt, on the other hand, that increased programming and the gradual spread of color sets across the country will spark interest in color among consumers and produce a high volume market.

As manufacturers race to produce better and less expensive sets, cutting high maintenance costs, etc., the public bides its time and waits patiently for an acceptable price. What that price is would seem to be a mystery now. Perhaps the industry will learn before 1956 is finished.

SCHEDULED MEETINGS

WESTERN ELECTRONIC SHOW & CONVENTION

Pan-Pacific Auditorium
Los Angeles, Calif.
Aug. 21-24

NATIONAL ALLIANCE OF TELEVISION & ELECTRONIC SERVICE ASSOCIATIONS

Annual Convention
Chicago, Ill.
Sept. 14-16

AUDIO ENGINEERING SOCIETY

Annual Meeting
N. Y. Trade Show Bldg.
New York City
Sept. 26-29

INSTITUTE OF HIGH FIDELITY MFRS.

New York High Fidelity Show
N. Y. Trade Show Bldg.
New York City
Sept. 27-30

CANADIAN I.R.E. CONVENTION

Canadian National Exhibition
Toronto, Ont.
Oct. 1-3

NATIONAL ELECTRONICS CONFERENCE

12th Annual Conference
Hotel Sherman
Chicago, Ill.
Oct. 1-3

EDISON ELECTRIC INSTITUTE

Area Development Committee
Hotel Radisson
Minneapolis, Minn.
Oct. 3-5

CANADIAN ELECTRICAL MFRS. ASSN.

12th Annual Meeting
Sheraton Brock Hotel
Niagara Falls, Ont.
Oct. 3-5

INTERNATIONAL ASSN. OF ELECTRICAL LEAGUES

1956 Conference
Sheraton-Cadillac Hotel
Detroit, Mich.
Oct. 3-6

AIR CONDITIONING & REFRIGERATION INSTITUTE

Board of Directors Meeting
Grand Hotel, Ft. Clear, Ala.
Oct. 22-23

AIR CONDITIONING & REFRIGERATION INSTITUTE

Product-Section Meetings
New Orleans, La.
Oct. 24-26

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Board of Governors' Fall Meeting
Grand Hotel, Ft. Clear, Ala.
Oct. 28-31

AMERICAN HOME LAUNDRY MFRS. ASSN.

10th National Home Laundry Conference
Conrad Hilton Hotel, Chicago
Nov. 1-2

1956 HIGH FIDELITY SHOW

Palmer House
Chicago, Ill.
Nov. 2-5



Hotpoint HOME LAUNDRY

**delivers the greatest
promotional wallop
in appliance history!**

A COORDINATED PROMOTION WITH
10 TIMES THE IMPACT
TO PUT MONEY IN YOUR POCKET!

Hotpoint Home Laundry teams up with Leading Children's Wear
Manufacturers to put a "Sunday Punch" in your Home Laundry Sales!

Turn Page Here For Full Details.

10 HOTPOINT ...ALL IN 10 PAGES...10 TIMES THE IMPACT!

On September 10, this 10-page Hotpoint Home Laundry SPECTACULAR will appear in LIFE Magazine.

This unprecedented promotion will be a coordinated effort participated in by Hotpoint and nine leading manufacturers of children's wear—all recognized brand leaders in their field.

LIFE Magazine reaches 26,000,000 people. And this tremendous punch will be multiplied 10 times with 10 consecutive pages showing fresh new styles in children's apparel and how they can be perfectly washed in the automatic Hotpoint Pushbutton Home Laundry. Here is real *IMPACT!*

PLAN NOW TO TIE IN!

A complete *dealer* promotional kit will be provided by Hotpoint. This important merchandising tool will contain the materials and list the suggestions on how to tie in with this promotion to make it the biggest in which you ever participated. Contact your Hotpoint Distributor *TODAY* and reserve *YOUR* tie-in material *NOW!*



INT PAGES **IN ONE ISSUE OF** **MES**

LIFE

BUT THAT'S NOT ALL!



You're going to get additional promotional support from the participating clothing manufacturers, their dealers, local newspapers and LIFE Magazine itself . . . as well as from Hotpoint and its Distributors.

- Special Hotpoint "WASHABILITY" tags will be put on millions of children's garments by the participating manufacturers. Each tag will advise mothers that the garment has been tested for automatic washability in a Hotpoint.

- A "grass roots" publicity campaign aimed at local women's page editors of leading newspapers will tell America's homemakers about Hotpoint's recommended performance for washing children's clothes.

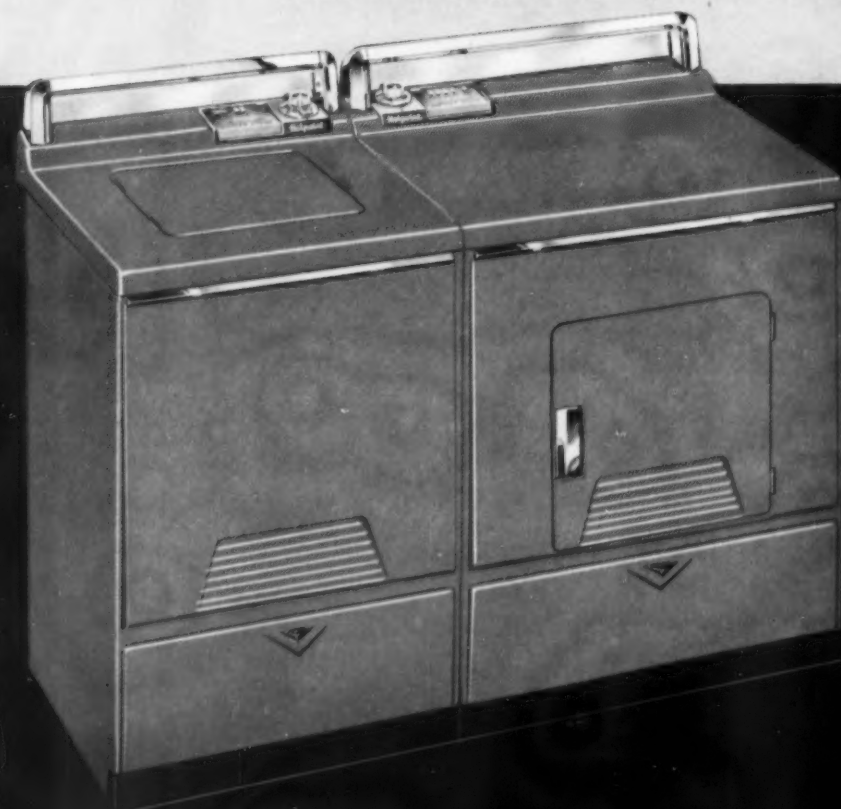
- A national publicity campaign directed at leading magazines will carry the message about this important advantage in today's children's wear—Hotpoint washability.

- A number of attractive, hard-hitting dealer tie-in newspaper ads will be available to identify your store as headquarters for this coordinated promotion in your community. You get added impact—locally!

- Large streamers for windows and walls will dramatically show the 10 ads appearing in LIFE Magazine. These displays carry banner headlines telling mothers Hotpoint is the washer that is *automatically* better for children's apparel.

- Hotpoint Distributors will show you a breakdown of LIFE Magazine circulation in your trading area to aid you in following up and closing the sales the advertising initiates.

- This is a special promotion. Hotpoint's regular Home Laundry advertising campaign will continue to hit hard throughout this entire program.



And here's the new

Hotpoint

PUSHBUTTON AUTOMATIC HOME LAUNDRY

... Endorsed by These Leading Manufacturers of Children's Wear.

HOTPOINT . . . The Automatic Home Laundry That's Fully Automatic From Start to Finish . . . For All Washable Fabrics—All Washing and Drying Temperatures—All Washing and Drying Times!

The names of the manufacturers who are participating in this promotion are shown on the back page of this announcement.

Hotpoint . . .

and these nine leading manufacturers of children's wear cooperate to bring you this Spectacular 10-Page Promotion in the September 10 issue of **LIFE**

*Hotpoint and
these manufacturers
get along famously
together!*

This entire coordinated promotion was conceived to help you sell more Hotpoint Washers and Dryers. It can't miss if you add your support. Plan now to tie in with it. Use all the tools your Hotpoint Distributor has for you. Hotpoint is opening the door for you to walk in. It means money, BIG MONEY, in your pocket. Contact your Hotpoint Distributor AT ONCE.

Cinderella
DRESS FOR GIRLS

Ship'n Shore'
girls' blouses

McKern
cotton knits

Vanta
layette wear

Jack and Jill togs

Jewel Togs

Be well turned out when you turn in
WELDON
P A J A M A S

LeRoi

SOCKS
FOR INFANTS THROUGH TEENS

TOM SAWYER
APPAREL for REAL BOYS



Look to **Hotpoint**



for the finest...first!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) 5600 Taylor Street, Chicago 44, Illinois

MANUFACTURERS



HENRY BOWES, general manager of Philco's radio division, right, greets Ben Rubin, Toledo distributor for Philco Corp.

Philco's "New Look"

Company enters the fall market as a "fighting machine," plugging radios and black-and-white TV, as 1200 distributors gather to see and buy in Philadelphia

Philco Corp. is entering the fall market with sales fists flying. The company unveiled its fall lines in television, radio, hi-fi, and electric blankets in Philadelphia, July 18 and 19, to approximately 1200 distributor representatives from all parts of the U. S.

John M. Otter, executive vice-president of Philco, in a windup speech at the convention, cited facts on Philco's new streamlining policy that apparently runs from product design to the make-up of the sales organization.

The new Philco organization was described by Otter as a "fighting machine" as he disclosed a cost-trimming program now in process. Results include a "new look" in the factory and increased efficiency of the field staff "at substantial savings."

Otter revealed that Philco has formed a distributor committee

which will meet and discuss various problems with representative wholesalers at various times throughout the year. He also urged wholesalers to take a second look at their own organizations and to effect savings.

Otter claimed, too, that Philco factory inventory is in excellent shape.

TV Line. Putting its fighting foot forward, Philco introduced 50 new models in the company's television line, with the emphasis remaining, however, on black-and-white.

Philco president James E. Skinner, Jr., stated that he had "complete faith in color," but didn't agree "that it's going to break wide open this fall."

On the subject of portable sets, of which Philco has both 14-inch and 17-inch models, Skinner indicated that he was not sure of sets smaller than 14 inches. Fourteen-inch sets are neither too big nor too small, he said.

The new Philco television line also includes 21- and 24-inch consoles, and 21-inch TV-phonograph combinations.

Skinner also pointed out that over-all sales figures have been good. He said that refrigerators, air conditioners, ranges, and laundries, are ahead, while freezers are up to previous years. He added that Philco would like to sell a greater volume of portable radios and has prepared its new line with this in mind.

Price Range. In line with the "fighting" trend, Philco prices are competitive. Portable television receivers begin at \$109.95 for a 14-



PHILCO's new radio line drew much attention as distributors crowded around the display racks to look and to order.

inch set and range to \$169.95 for a 17-inch set. Twenty-one-inch consoles range in price from \$199.95 to \$339.95; 24-inch sets from \$239.95 to \$399.95; and three 21-inch TV-phonograph ensembles from \$259.95 to \$289.95. Philco's new "Runabouts" on wheels are listed at \$279.95, with snack bar feature, and \$329.95 with phonograph complement. Two table models were shown at \$179.95 and \$199.95.

Many 1957 Philco television models will have Top Touch Tuning which turns the set on and off,

and selects stations with the touch of a finger.

An apparent star of the Philco line was Phonorama III, a contemporary design hi-fi console featuring a newly-developed electrostatic speaker with a frequency range of 2,000 to 20,000 cycles per second.

Seven new portable phonographs, including a high fidelity instrument and one with a second speaker in a detachable lid so that music can be "piped" to an adjoining location, were also introduced. In addition, a portable radio-phonograph combination was also shown.

Westinghouse Weaves Web

Firm sends 125 executives into field to link distributors, dealers into national advertising campaign; political convention coverage planned

Top executives—125 of them—from the Westinghouse Electric Corp. consumer products organization have fanned out across the country to help tie their distributors and dealers tightly into their company's merchandising campaigns, built around broadcasts of the Republican and Democratic conventions and other political coverage. This one-week project began July 30.

Westinghouse will carry five days, nine sessions, and 20 hours of the Democratic convention, and four days, eight sessions, and 23 hours of the Republican convention.

Richard J. Sargent, general manager of marketing and distribution for all consumer products divisions stated that the "Westinghouse Dealer Rally Week" project is the culmination of a year's planning.

"It is designed," he said, "not only to dramatize Westinghouse TV-radio coverage of the season's political activity, but also to make

sure that dealers understand how to take full advantage in their home cities—by way of local newspaper advertising and store promotion—of the \$5-million expenditure the corporation is making in various forms of dealer aids and to assure them adequate support, product-wise."

Regional Breakdown. Seven ranking executives will each be assigned a region, and, aided by a team of associates, will visit as many dealers as they can reach during the five-day period.

"All across the country . . . dealers have visited distributor showrooms to view our late summer and fall lines, and now top management is going to return their visits, chat with them on their own showroom floors, and make sure they understand all aspects of the most comprehensive merchandising program Westinghouse has ever offered," Sargent said.

The merchandising program, according to Sargent, includes not



PRESIDENT J. M. Skinner, Jr., of Philco chats informally during the convention.

IT'S Blue Chip



Quality

Tung-Sol Magic Mirror Aluminized Picture Tubes mirror twice the light to create a picture twice as bright. They bring out the best in every set. Install these superior tubes and see the difference . . . the difference that pays off in smooth, callback-free service and satisfied customers. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

Sales Offices: Atlanta, Columbus, Culver City, Dallas, Denver, Detroit, Melrose Park (Ill.), Newark, Seattle.

Blue Chip Quality
ts TUNG-SOL®
Magic Mirror Aluminized
PICTURE TUBES

only several items produced expressly to meet current market conditions as well as extensive window and store displays, but an advertising campaign that includes a heavy schedule of national magazine advertising as well. There are also the political telecasts and Westinghouse's regular use of Studio One. More money is also being put into local newspaper advertising than ever before.

A traffic-builder is also offered in the form of a \$3.95 Ice Slice Tray which dealers can retail at \$1.18.

Manufacturer Briefs

• **Olympic Radio & Television, Inc.**, has elected to change its name to **Unitronics Corp.**, in line with an activated expansion program.

• **Conlon-Moore Corp.** has moved its Chicago headquarters to a new address and has transferred its manufacturing operations to the company's Joliet, Ill., factory.

• **Chambers Mfg. Corp.** has opened a million-dollar plant at Oxford, Miss., to manufacture its gas and electric cooking equipment.

• **The Siegler Corp.**, Chicago, Ill., and Long Beach, Calif., manufacturer of heating equipment and electronic devices, has entered into an agreement to acquire **General Water Heater Corp.**, Burbank, Calif., in exchange for cash and 40,000 shares of Siegler common stock.

• **The Ben Gross Corp.**, which recently purchased certain assets of the Capehart-Farnsworth division of I. T. & T., has announced the change in the corporate name to the Capehart Corp.

• **Mitchell Mfg. Co.**, Chicago, is now shipping a new 5 h.p. packaged store and residential add-on air conditioner to distributors and dealers.

• **Admiral Corp.** has announced a full year's service for its new 10-375-inch portable television receivers at \$12.95.

• **Scott Radio Laboratories, Inc.**, has been taken over by a new West Coast group. It is the intention of the new group to combine the operations of Scott with those of a profitable company.

Du Mont Stresses "Quality"

Silver Anniversary models reveal new portable TV, a brand-new radio line, three hi-fi sets, and a remote-control television tuner

Allen B. Du Mont Laboratories, Inc., stressed "quality" as the company revealed its Silver Anniversary line in Atlantic City, June 13. The most complete line of television receivers, high fidelity phonographs, and radios ever offered by the company was unveiled to eastern and midwestern distributors.

Portable television sets, color television receivers, table radios, convertible TV sets, and a television remote control unit are among the features of the line.

The "quality" stress is apparent in styling as well as performance. Modern, contemporary, and traditional designs are available in mahogany, lined oak, and fruitwood.

New Portable. A feature of the new line is a 14-inch portable television set which Du Mont claims is the most powerful of its kind. The new set, which measures approximately 12 x 14 x 16 inches, weighs under 30 pounds, but the full-powered chassis makes it possible to receive clear pictures from transmitters as far away as 80 miles.

Convertibility of television receivers to complement any type of room decor has been given prominence this year. All of the tele-sets in the new line, except the full con-

sole models, can be converted in several ways to fit furniture styles and room space requirements.

A new Du Mont remote-control television unit permits viewers to operate their sets at all times from their seats without touching the sets. Called Dial-O-Matic, the unit can be continuously used without the necessity of using an on-and-off switch at the receiver. The cost of this unit is \$49.95 installed.

Three color models retail at \$750 and \$850.

Radio Debut. The full-scale entry of the company into the AM radio field was marked by the introduction of five table radios with styling in twelve colors.

Two clock-radios feature Telechron clocks in combination with the radio. The "Debutante" model includes a "reveille alarm" plus a sleep switch and appliance plug-in. The Debutante-owner can go to sleep to music, which will be turned off automatically in 60 minutes. He awakens to music seven minutes before the alarm goes off. The appliance switch can turn on the light or start coffee perking at the bedside.

Three separate hi-fi phonograph models are also included in the line.

IT'S Tung-Sol



Quality

Tung-Sol receiving tubes for TV, radio and Hi-Fi replacement are exactly the same as those supplied leading independent set makers. This one quality, Blue Chip Quality, is your assurance of long, trouble-free service that keeps customers with you year after year. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Blue Chip Quality
ts TUNG-SOL®
RECEIVING TUBES



POOR WEATHER

Rainy, humid weather during first two days of Housewares Show in Atlantic City gave way to clear, hot weather for rest of week. Westinghouse's Gil Baird sympathizes with CBS news commentator Bob Trout, right.



GOOD BUSINESS

Heavy traffic and encouraging orders characterized business at this year's show. Here, in the Dominion Electric booth, Louis Harmelin, right, shows merchandise to Daniel Minick of Gimbel's Pittsburgh.

The Housewares Industry Enjoys a "Hot" Show

In sharp contrast to the Chicago summer markets only three weeks earlier, the Housewares Show produces heavy traffic and good volume—plus a lively interest in industry problems like the steel strike and lower margins



NEW LOOK in show attire included Bermuda shorts, sports shirts, baseball caps and knee socks sported by these reps at the Northern Electric exhibit.



MINOR MYSTERY was posed by exhibit of Loral Electronics Corp., whose new product was not yet ready to be shown. Harry Holbrook (facing camera) answered questions asked by signs in booth.



FAMILIAR FIGURE at Housewares Show was General Electric's W. H. Sahloff, here sneaking a look at a newspaper before returning to floor of G-E exhibit.

MORE

THE HOUSEWARES SHOW:

A Chance to Show The Product



HIS PITCH FINISHED, Knapp-Monarch's Howard S. Prater, Jr., waits for the reactions and questions of two Housewares Show visitors.



PITCH TO THE PRESS is handled by Jim McLaughlin, left, and Marvin Allee of Dormeyer. Listening is ELECTRICAL MERCHANDISING'S Anne Noone.



BARBER CHAIR served as setting for Cory pitch on electric hair brush. Harry Roehm looks on as George Gahring of New Orleans enjoys the demo.



CROWD GATHERS as Gordon Bettis of Hoover explains the operation of the firm's new cleaner which "floats" on a cushion of air.



SEATED VISITORS at the Seth Thomas-Westclox booth examine a clock as E. D. Challis of Seth Thomas explains its features.



BROILERS HOLD the attention of two buyers as Emanuel Sado of Marlyn Manufacturing demonstrates features of his firm's Black Angus broilers.

THE OLD AND THE NEW are compared at Signal Electric booth as Paul Glenkey, points out differences between models to distributor Sidney Koenig.



AT INDEPENDENT Housewares Show in Chelsea Hotel Hans Luyt, right, of Air-D-Lux explains features of portable cooler to William C. Schenk.



THE HOUSEWARES SHOW:

A Chance to "Talk Shop"



AN ANSWER to questions posed by group of visiting buyers is considered carefully by Joe Tiers, right, of Proctor Electric Co.



OPINIONS of manufacturers reps Jack Naumann, left, and Joe Bailey, right, are sought by Harry Lasko, president of Lasko Metal Products Co.



PRESIDENT R. I. Lappin, right, of the Shetland Co., listens to reactions of N. Glasser, left, and S. E. Kalvert of Lionel-Essex International, New York.



TEXAS SHOW VISITOR Hunter Michaels, center, of Dallas, listens as J. P. McIlhenny, left, and W. J. Newman, Jr., of Waring settle a problem.



REACTION of Joe Dugan of D & H Distributing, Harrisburg, right, is sought by Leo F. Drumm of National Presto Industries, Inc.



PROMOTIONAL POSSIBILITIES are discussed by Adam Hepp, left, of Chicago Electric and James Marks of Marks Bros Jewelers, Chicago.



BUYER George Biondi, left, of Mutual Buying, New York, listens as W. E. O'Brien of Toastmaster explains a point.



INTRA-COMPANY discussion finds J. C. Marshall, left, and R. H. Williams of Arvin Industries considering a problem.



MANUFACTURERS REP Carl Hellberg, right, listens to John Oster, Jr.'s evaluation of the Housewares Show.

NEW...and only from *Emerson*... The most

PORT-O-RAMA...

5-WAY PORTABLE

THE BRAND NEW EMERSON PORT-O-RAMA!

There's never been anything like the Emerson Port-O-Rama! It's loaded with selling extras never before combined in a single electronic unit.

It's a portable TV set! It's a portable radio! There's a phonojack and switch for record entertainment! It plugs into a car! It works on a boat. There's a listening jack for under-pillow speaker...or it can be used for a private ear listener...it gives you personal performance without disturbing others. It has a built-in telescopic antenna! Self-contained carrying handle and stand! Available in full UHF-VHF channel tuning!

Smart color combinations

And the exciting new Emerson Port-O-Rama comes in 3 smart color combinations: sunset red and antique white, forest green and antique white, charcoal gray and antique white.

Biggest new market ever...all yours!

Emerson Port-O-Rama gives you a big, big *exclusive* because it's the only 5-way portable TV-Phonoradio on the market! There's no other portable like it! Port-O-Rama simply has no competition. It's another Emerson FIRST...another Emerson portable electronic miracle. Display it...and the sky's your limit! Emerson Port-O-Rama is the package with a real sales wallop!

Powerhouse national campaign

And your store will see traffic—traffic and more traffic as television, radio, magazines and newspapers drive the Port-O-Rama story home with the hardest selling ad campaign you've seen in years! Get ready now for the biggest traffic builder you've ever had. New Emerson Port-O-Rama will bring in the crowds. New sales records are headed your way.

NEVER BEFORE SO MANY FEATURES IN ONE SET!



Portable TV

Full-performing, precision-engineered "Futura" television chassis (not a stripped down chassis).



Portable Radio

Rich, clear tone and exceptional range. Powerful full-toned broadcast band superheterodyne radio.



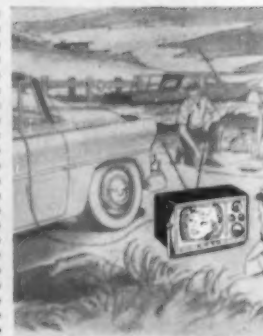
Portable Phono

Phonojack with switch for dancing and listening pleasure. (Combination carrying case and stand with built in record player optional.)



Under Pillow or Private Ear Listener

For comfortable personal listening. Keeps sound from disturbing others. (Optional equipment.)



For Use in Car or Boat

Auto and boat plug-in permits set to operate from car or boat. (Optional equipment.)



Call, write or wire your Emerson distributor today!...

powerful traffic builder... the fastest sales clincher in years!

WORLD'S FIRST TV-PHONORADIO



model 1232

THE EMERSON 5-WAY PORT-O-RAMA...

complete as illustrated above, including built-in antenna, carrying handle and stand

\$124

Price slightly higher in South and West

Emerson *creator of miracles in*
Emerson Radio and Phonograph Corp., Jersey City, N. J.


PORTABLE

electronics!



UNCRATED MERCHANDISE
at the Westinghouse space . . .



EXHIBITS CLOSED to permit
showings elsewhere . . .



CHILDREN WATCHING TV
in the corridor . . . All provide good evidence that in Chicago in June



NEW DISPLAY drew visitors, including Jimmy Durante, to the opening of Gibson space. Helping Durante and partner Eddie Jackson cut ribbon is Merchandise Mart manager Wallace Ollman, left.

It Was a Slow Market



NEW PRODUCTS like this Kelvinator electronic range also drew attention of summer visitors. Handling demonstration is E. J. Zirkle of the firm's range section.



NEW LINES of television held interest at Hotpoint. Marketing manager Howard Hibshman, center, explains features to Woody Carpenter, left, of Philadelphia and Bill Geddes of Cincinnati.



CAPACITY of built-in refrigerator-freezer is explained to **ELECTRICAL MERCHANDISING** editor Laurence Wray by J. A. Rishel, right, of Amana.



SPACE COMMAND remote tuning on Zenith TV set holds the attention of W. A. Ribble of Sears, Roebuck.



LULL in traffic at Furniture Mart gives Stiglitz sales manager D. S. Whiteley a chance to transact business on the phone.



PRODUCT PITCH on new RCA-Whirlpool built-in ranges is rehearsed by range sales manager Sol Goldin, left, and John Fellman.

MORE

IT WAS A SLOW MARKET (continued)



ADD-A-DISH feature of American Kitchens dishwasher is explained to St. Louis distributor Ed Schiele, left, by advertising manager Bill Brittain.



DISTRIBUTOR Andy S. Hynes, left, shows Apex laundry line to Arthur S. Hyman, divisional merchandise manager for the Hecht Co., Washington.



FACTORY MAN Bud Hinchman, right, of Crown Stove, shows features of new range to Byron Olson, manufacturer's rep for the firm in Minneapolis.



IMPROMPTU SALES MEETING in Lewyt space at Merchandise Mart is presided over by vice-president Walter Daily, left, and president Alex Lewyt.



COMBINATION washer-dryer is demonstrated for George Nye, center of Minneapolis, by Gus Burns, sales manager for Easy and Dick Weiss.



NEW Cribben & Sexton dishwasher is demonstrated for ELECTRICAL MERCHANDISING's Bob Armstrong, right, by district manager L. W. Todd.

valuable kitchen franchise available

To kitchen dealers who can qualify... or to established dealers interested in getting into the profitable kitchen business... the valuable Kitchen Maid kitchen franchise is currently available in a few areas.

...with these outstanding advantages!

A high-quality line of wood kitchens in natural wood, several colors or white.

New Shadow-Line styling that's way ahead of the field and that's making many new friends daily.

The best known name in wood kitchens—built and sustained by national magazine advertising and active promotion.

Cabinets to accommodate all popular makes of built-in appliances.

A complete sales and product training program for you and your salesmen.

Promotional help on the local level.

Friendly factory cooperation and merchandising assistance.

Your Territory May Be Open
Write on your letterhead for facts!

KITCHEN MAID
KITCHENS

KITCHEN MAID
CORPORATION
768 Snowden St.
Andrews, Indiana

FREE BOOKLET on New PREMIUM STUDY



16 Page Booklet tells you 18 different ways to use PREMIUMS in your business as Self-Liquidators and Traffic Builders that will move more merchandise and increase your sales!

For your FREE copy write to:
"Bud" Shankin, Director of Sales,
Premium Division, Dept. PM

Stetson China Co.
LINCOLN, ILL.



JOHNSON'S POLISHER-SCRUBBER (1956 model), demonstrated by F. P. Wanemaker, draws the attention of Mr. & Mrs. H. J. Tiger of Harvey J. Tiger, Millburn, N. J., at the International Housewares Show held in the New York Coliseum, June 25-29.

Buying: Slow But Steady . . .



BILL KURZMAN, New York representative, Lee Stern, vice-president and general sales manager, and Milt Mason, New York representative, all of Herold Products Co., Inc., study an electric wall clock at the show. Many other manufacturers didn't set up displays because of the proximity of the Atlantic City show.

... At New York's Coliseum



MONTE CLOSTER, of Closter Bros., demonstrates a Davis electric carpet sweeper to Irwin Weiner of Bert Bacharach Associates, New York City, as Bert Closter, right, looks on, at the International Housewares Show. Although attendance at the show was light, buying was reported as steady.

IONA

Exclusive

1-KNOB CONTROL Turns on PROFITS



Stirs, whips, mixes, beats. Guaranteed mar proof finish in beautiful pink, yellow, turquoise and white. Portable stand-up design with stay-put heel rest. UL, CSA approved. Home economist endorsed. Lightest and most powerful mixer sold. Fully guaranteed.

CASH IN ON IONA'S COAST-TO-COAST RETAIL PROMOTION

Introduced by



WRITE

for details of Iona's nationwide newspaper promotion, and terrific trade-pricing setup.

The profit is more . . . the retail is less. Now's the time to grab a slice of Iona's money making deal.

Take your pick of IONA'S brand new full line of electric Mixers. There's a wide selection of models for different requirements. You'll find an IONA Mixer that's right down your price alley. You're eyeing profits when you eye IONA'S new Mixers.



NORGE Products

Who Says So? Dealers Say So!



Dealer laundrama demonstrations, conducted by trained Norge home economists, help to sell a Norge washer or dryer every 15 seconds of every shopping day.

El Paso success story—20 dryers sold in 20 minutes

EL PASO, Texas, April 30—Popular Dry Goods, El Paso says: "Ran one-quarter page ad on the spectacular \$99.00 AE600A Dryer promotion in Sunday Newspaper, April 22.



"THERE'S NEVER A LULL WITH THE NORGE LINE," SAYS IRVIN COHEN, PITTSBURGH DEALER

PITTSBURGH, May 10—"Real values of Norge Refrigerators and Norge's timely special promotion models keep us busy. There's never a lull; Norge keeps feeding us the necessary tools to make refrigerators one of our fastest moving products."

No Mail Orders—No Phone Calls—offered 15 dryers only.

"Our distributor held sales meeting with our salesmen Monday morning, April 23, before store opening, giving pitch on sell-up of Norge dryers.

"In twenty minutes after the store opening twenty Norge pieces had been sold.

"We were so pleased with demand for Norge products that we took the Norge Refrigerator line across the board."

BORDER STATE DEALERS REPORT HEAVY NORGE RETAIL MOVEMENT

E. D. Terry, Neville Furniture Company, Beckley, W. Va., "No doubt about it. The Norge people back the Norge Dealer better than any other. And they back him where he needs it most—in his own front yard."



Ray Goff, Lager, W. Va. "Norge products seem to sell themselves better than any other line. My customers are sold on the name. That new Tri-Level is a lulu."

California Dealer Sells 26 Norge Refrigerators, 25 Washers, 25 Dryers in Amazing new 3 for 1 Promotion!

Proves that selling three NORGE appliances at one time just as easy as selling one!

WALNUT CREEK, California, June 7—"We proved with Norge that selling three home appliances is just as easy—customer-wise as selling just one.

"Each promotion advertising our giant 'Three-For-One' package deal resulted in well over twenty-five refrigerators, twenty-five dryers, and twenty-five washers. Sound good? It was . . . and very healthy profit-wise!

"We ran an ad in the local paper 'Buy this big 13 cu. ft. two door Norge refrigerator for just a few pennies per day, and, when you turn in your present old refrigerator on it, we will give you, FREE, the new 1956 Norge Push-Button Washer and the 1956 Norge Dryer!'

"Naturally our staff is well trained to sell additional features of the Norge Washers and Dryers, which turned this fabulous deal into very healthy profit. From our records just one of such packages left our store—all others were sold the deluxe washer and dryer along with their refrigerator. Money-wise each contract varied between \$600.00 and \$1,000.00, which is a nice turnover regardless of how your customers are discount shopping in the area.

"In addition, we also received their present refrigerator, in many cases still very new, which enabled to us to beat competition—and make still another profit, above the original sale."

"TRAFFIC HEAVY", says Harry Lacy

OAKLAND, California, May 13—"Delighted with the new Norge line," says Harry Lacy, Jackson Furniture Company's appliance manager. "Floor traffic heavy due to the continuous use of Norge promotions. Happy to be on the Norge bandwagon."

Really Move At Retail

PORTLAND DEALER SELLS 55 UNITS IN WILD 2-DAY NORGE CIRCUS PROMOTION

Clowns, Ponies, Performing Chimp Help Pull in Big Profits

PORTLAND, Oregon, May 25—Smith's Home Furnishings really pulled out all the stops when they decided to put on their Norge CIRCUS promotion! This hot Portland dealer called out the clowns, magicians, performing Chimp, sawdust. The result? He was mobbed with kids and parents for two full days and moved out 55 Norge appliances—plus many prospects for future sales and a raft of free publicity.

Smith is just one Norge dealer who has hit the jackpot—with just one of Norge's continuing series of sales-making activities. The Norge CIRCUS promotion is a natural. You give away a complete 82 piece backyard circus with any Norge appliance you sell, including a full size 9 x 9' plastic big top tent, four side-show booths, prizes, games, instructions. And Norge backs you with socko newspaper ads, banners, radio spots, etc. You can advertise the give-away as a \$42.95 value—and naturally the price you pay is considerably less. Contact your Norge distributor for full details on this smashing new promotion!

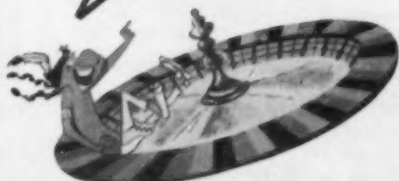


Jernigan & Russell select Norge line for their two Virginia stores—give reasons why

COLONIAL HEIGHTS, Virginia, June 16th—Jernigan & Russell own two wide-awake furniture and appliance stores in Virginia. Both are in small towns, one in Colonial Heights, the other in Ettrick. They put forth their reason for taking on the Norge line in simple but explicit terms: "We selected Norge for both of our stores because of high dealer profit and top consumer satisfaction."

You don't fool a man who has to lay his products on the line before today's buying public. Nor do veteran dealers like Jernigan & Russell switch lines for laughs. They know that Norge today is the one line that helps the dealer move products at retail . . . that Norge backs the dealer where he needs it most, with products, features, pricing, promotions, plus that powerful local support it's impossible to do without.

WAHOO!
NORGE
"Wheel of Fortune"
is Spinning
Your Way!



Get in touch with your Norge Distributor for all the facts about Norge's sensational Wheel of Fortune Promotion!

**Norge backs the Dealer
where he needs it most
—at the LOCAL LEVEL**

Jules Gould, Shuman Brothers, Philadelphia, makes this statement: "More and more people are coming in and asking for Norge. The result is that my '56 sales are well ahead of even the good year I had in 1955."



Jules Gould

NO WONDER NORGE IS AMERICA'S FASTEST-GROWING APPLIANCE MANUFACTURER!

NORGE

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Ill. Canada: Addison's Ltd., Toronto. Export Sales—Borg-Warner International, Chicago 3, Ill.





CONVENTIONAL business meetings like this and . . .



ENTERTAINMENT including a stage show and a ball game and . . .

CLASSROOM sessions like this were used as . . .

Motorola Tries a Triple Play

For 900 distributors and salesmen the company stages a three-day program that is part convention, part entertainment and part education. The cost: around \$90,000. The results: "best convention ever"

Something new in the way of sales meetings was tried by Motorola in Chicago in late June.

To distributors and their salesmen the formal sessions in the Eighth Street theatre and the luncheons and banquet in the Conrad Hilton were old, familiar devices. But totally new was a taste of college life acquired during a day and a half spent in "classes" on the Evanston campus of Northwestern University.

For newsmen covering the three day convention however, the highlights came during the first day's sessions in downtown Chicago. In a rapidly paced program they heard:

—president Paul Galvin predict that today's "shakeout" of manufacturers would result in "not over six or eight standard brand companies of any consequence" surviving.

—executive vice-president Robert Galvin predict that within five

years the industry will be selling at an annual rate of nine million sets.

—vice-president Ed Taylor warn distributors that "if you're not in condition you can't expect to keep up with us." Motorola, he added, has the greatest confidence in those distributors getting over 10 percent of industry in their area and, he emphasized, Motorola must get at least 10 percent of industry.

—sales vice-president S. R. Herkes urge an upgrading of the firm's dealer structure. In particular he told distributors that there was safety in numbers and that Motorola needed more small dealers.

The Products. All these speeches provided the setting for introduction of Motorola's new radio and TV lines. In television, heaviest applause greeted the extremes in price ranges with portable sets and no-list "quality" models receiving favorable comments from distributors. The TV line includes 29

models beginning with a 14-inch portable at \$99.95. Featured on some sets are push-button tuning and a transistorized remote tuner. A wide variety of phonos were shown, ranging from a children's phono at \$32.95 to a hi-fi console at \$229.95. Also featured were table radios with the "Volumatic" control which has been used on the firm's auto radios and a seven-transistor portable. (Details of the new products are described in the New Products section of this issue.)

The Comments. President Paul Galvin reassured the distributors that he saw no recession on the horizon. In an aside he said he had agreed continuously with the "money managers" in Washington and added that if they had not acted when they did "we would have had disaster".

Commenting on changes at the manufacturing level, Galvin said that today's "shakeout" will pro-

duce greater stability in the industry. He pointed out that Motorola "had seen this sort of thing before" and he went on to detail ambitious plans which Motorola is making for the future. By 1960 the firm's volume will hit \$900 million (compared to "something better than \$200 million today").

Galvin urged his distributors not to be "frustrated by lots of chatter" about complete lines and the fate of the independent distributor. "You will determine that yourself," he told the group. He reassured them that Motorola does not want factory branches but wants rather the cooperation of "individual entrepreneurs." Referring to actions taken by other manufacturers he commented that "some very poor leadership" was being shown by some from whom leadership is expected.

In his speech Herkes committed the firm to a policy of "independence with independents" but he

Here's How Motorola Put "College Spirit" Into a Distributor Convention



2 Distributor salesmen were issued "school clothes" and headed northward via chartered bus to . . .



3 The Northwestern campus in Evanston where . . .

told the distributors there were four areas where they should improve their operations. They included: (1) adoption of a more positive and progressive attitude; (2) placing of greatest effort at the selling end of the distributor's business; (3) the necessity of having top management experience on the job at the distributor level; and (4) strengthening of dealer organizations.

Other speakers offered concrete advice on this latter point. Radio sales manager Kip Anger in introducing the firm's hi-fi line said that distributors could now "go after record and music stores."

In introducing the portable Taylor said that 15 to 20 percent of this year's volume will be in portables—and that 70 percent of this will be in 14-inch sizes—the only size being marketed by Motorola. As for color, Taylor said the firm was "going after it aggressively but sensibly."

Distributors got a word of reassurance on portable business from executive vice-president Robert Calvin. He said color, portables and conventional TV will "live together" and will together make the industry bigger than it ever had been. He said the conventional monochrome set will provide good business "for years to come." Motorola, he added, will continue to seek and gain big ticket business for years to come although "certain manufacturers are walking away from the lucrative end of the business."

The School. The most unique aspect of the three day convention was the training program for distributor salesmen conducted at Northwestern. Early sessions were devoted to product training under direction of Motorola engineers but group discussions on the final morning covered such problems as merchandising, following up on open houses, and franchising.



1 After sitting through the formal convention sessions . . .



4 They heard speakers like Ed Taylor, right, and Sol Polk . . .



5 And, like good students everywhere, paid close attention to the "teachers."

MARKETING

How Binding Are Franchises?

Decree ends Philco suit; forbids exclusive franchises, but permits choice of distributors, designation of areas, and termination of contracts

The government last month finally succeeded in pulling the teeth from Philco Corp.'s celebrated 1954 "get tough" policy on distributor and dealer franchises.

But Philco maintains that the terms of the consent decree signed in Philadelphia Federal district court in mid-July recognizes the company's right to have a distributor franchise system, to yank a franchise, and to designate areas of operation.

At the time the suit was originally filed, many manufacturers feared that it might lead to the outlawing of franchises as such. But, according to Philco's president, James M. Skinner, Jr., "the government has recognized Philco's right to continue its full-line independent regional distributor system which is traditional with Philco and many other manufacturers."

What's It Mean? It will be many months before the full impact of the consent judgment can be evaluated. That's because certain provisions of the decree appear to be somewhat contradictory and it remains to be seen how they work out in practice.

For example, Philco is forbidden to require distributors to carry its products exclusively. Conceivably, a Philco distributor who has to date been handling a competing home laundry line could thus choose to continue carrying the competing line instead of taking on Philco's own newly-announced home laundry line.

But, elsewhere in the decree, Philco is given the right to terminate a distributor's franchise for "not adequately representing the maker." A Philco spokesman emphatically pointed out that this includes promotion of all Philco products.

But Philco has agreed not to keep other makers' appliances out of dealers' stores, not to punish sales outside a distributor's territory by forcing the distributor to buy them back, and not to prevent resale by retailers—including so-called transshipment to discount houses.

A Philco spokesman indicated that the distributor franchise system has operated effectively in the past when there has not been an arrangement of exclusive distributorships.

Sayre Predicts Sales

Retail sales of major home appliances will soar over the 18 million unit mark and may equal the 1955 record, an industry spokesman predicted recently.

"For the first five months, retail sales of refrigerators are up 4 percent over last year, automatic washers 20 percent, and automatic clothes dryers a whopping 40 percent," declared Judson S. Sayre, president of Norge division, Borg-Warner Corp., Chicago. He spoke at the International Home Furnishings Market in the Merchandise Mart.

"Even an eighth grader knows that what appears to be sales sluggishness is top-heavy inventory caused by over-production," he asserted.

Sayre has been an appliance industry figure for 31 years.

More Washer-Dryers

Sales of automatic combination washer-dryers could conceivably top those of individual laundry units within five years, according to Chester G. Gifford, president of Crosley and Bendix home appliances division of Avco Mfg. Corp. Gifford believes that "the combination washer-dryer is at about the same point now that automatic washers were 10 years ago."

"The industry should go over the one million mark with combination units by late 1958," Gifford said.

He bases his belief in the future of combination home laundry equipment on the probable entry into the market this year of several other big names in the major appliance business.

Marketing Briefs

• **The American Home Laundry Mfrs. Assn.** reports that, while sales of many major appliances during the first five months of 1956 were down slightly from the corresponding 1955 period, factory sales to date indicate that 1956 may be a new record year for home laundry appliance manufacturers.

• **Admiral Corp.** announces that automation and printed circuits have made possible a 20 percent price reduction on one line of the company's 1957 clock radios. Model 4M22 (mahogany) carries a suggested list price of \$19.95.

• **General Electric** announces an average increase of 8 percent in factory prices on the 1957 line of automatic washers and dryers.

• **Westinghouse** reports strengthening its present drive to triple sales volume in the next three years by adding eleven new men to the portable appliance field sales force.

• **Hoover Co.** announces an increase in retail prices on steam-iron dryers. Price on the model O113 will be raised from \$14.95 to \$15.95, and on the model O13 from \$16.95 to \$17.95.

• **RETMA** reveals that retail sales of both radio and television receivers in April decreased from the sales level of March. Television set sales in April were below the April, 1955, level while radio sales increased.

• **The Maytag Co.** announces that the new Double-Decker combination refrigerator-freezer is now available with left-hand doors.

• **Lau Blower Co.** reports that, despite a slight drop in sales during the latter part of May and the first part of June, due to unseasonable weather, sales are up 10 percent for the first five months of 1956.

• **The Canadian Government's** latest nationwide survey reveals retail sales of appliance, radio, and furniture stores across the nation increased 6.7 percent in dollar volume in the first four months of 1956 compared with the corresponding period of 1955.

• **Waste King Corp.,** Los Angeles, reports sales of \$11,740,923 for the fiscal year ending March 31, 1956. This is an increase of 12.6 percent over last year.

• **Norge Division** of Borg-Warner Corp. reports home freezer sales by Norge dealers in June jumped 360 percent over the 1955 month to set a record.

Westinghouse Wings Appliances



APPLIANCE DELIVERY by helicopter is co-sponsored by Westinghouse and Ohio Power Co. in Canton, O. Standing in front of the 'copter are, left to right, Richard Embrey, residential sales department, Ohio Power, Martin Jacobson, general manager, R & J Furniture, Canton, Mrs. Jack Clemens, winner of a free helicopter ride in the store promotion, and pilot Ned Sheets.

New Line Shown

Toastmaster is introducing six new products for its 30th anniversary diversification program.

Sponsoring national network television shows for the first time, Toastmaster is also backing the new products with the largest national magazine advertising campaign in its history. Three special introductory offers are also being made to dealers and distributors.

A Toastmaster closed circuit television program was beamed from New York in color recently to distributors in 21 key cities from coast to coast. It was the first time the company used this method of communicating with distributors.

The new products were introduced by Arlene Francis, editor-in-chief of the Home Show, which will be sponsored by Toastmaster. They were a steam and dry iron, an automatic grill and waffle baker, two automatic fry pans, and two new automatic two-slice toasters.

ASSOCIATIONS



NAED PRESIDENT Lester E. Barrett addresses the Association's 48th annual convention in Atlantic City.



TOASTMASTER PRODUCTS' representative W. E. O'Brien, left, chats with T. C. Treadway Jr., right, Treadway Electric Co., Little Rock, Ark.

NAED Mulls Profits

Distributors at Atlantic City meeting discuss distribution, air grievances, elect officers, and witness presentation of industry awards

Profitable methods of distribution and decreasing profits took the spotlight at the 48th annual convention of the National Association of Electrical Distributors in Atlantic City, June 10-14. The distributors also took time out to elect a new president and four regional vice-presidents. The resort city convention was attended by more than 1,000 members and guests.

Ralph J. Brown, vice-president of the General Electric Supply Co., Bridgeport, Conn., was elected NAED president. The new regional vice-presidents are George

W. Provost Jr., Doubleday-Hill Electric Co., Pittsburgh, Pa., eastern region; George Albiez, Englewood Electrical Supply Co., Chicago, Ill., central; J. P. Hamblen, Southern Electric Supply Co., Houston, Tex., southern; and W. B. Meek, Westinghouse Electric Supply Co., Los Angeles, Calif., western.

A speech by Arthur W. Hooper, NAED executive director, pointed out the urgent need for recognition that distribution must be profitable. Speaking at the convention's opening general session, Hooper emphasized that "the

problems of getting increased production to the right place at the right time, and in the right quantity, will become increasingly difficult unless the distribution machine is put in tune with production."

Hooper made the point that the huge investment being made in production facilities must be matched at the wholesale level in order to move merchandise efficiently. He called for a program to find every possible way to render the distribution service better at less cost.

A spot-check survey conducted by the portable appliances subcommittee of the electric housewares committee of NAED revealed that the profits on electric housewares of most of 70 distributors declined 2½ to 3 percent in the first quarter of this year. The report, which was made public at the convention, revealed simultaneous volume increases. Most distributors report that they have been unable to cut costs in handling housewares de-

spite the growing volume of their business.

Long-Term Prospects. In a talk entitled "The Economic Climate in the Months Ahead," Prof. Raymond Rodgers of New York University outlined the problems currently confronting businessmen, especially electrical wholesale distributors, and emphasized some of the steps they must take to insure their survival in the "golden age" which he claims the electrical industry is entering.

Rodgers recommended keeping an eye on the profit objective, controlling expenses and commitments, staying out of sales financing, and stopping speculation in inventories.

Stating that the boom of 1955 has been succeeded by a high-level rolling readjustment, Rodgers expressed confidence that big swings in the general economy have been eliminated, due to the great structural changes the economy of the country has undergone.

The James H. McGraw Award



DISTRIBUTOR J. P. Hamblen, third from left, Southern Electric Supply Co., Houston, Tex., visits Landers, Frary & Clark representatives H. S. Perkins, B. C. Neece, and S. G. Fisher.



D. L. ALFRED, right, chairman of NEMA Electric Housewares section, presents the Electric Housewares Plaque to Richard J. Elias for Everybody's Supply Co., Philadelphia, Pa.



We call it a utility set, because it solves so many ventilating problems

It is self-contained, consists of a motor, a Sirocco fan wheel and a housing, and is used to supply or exhaust air where duct systems are required.

That covers a lot of territory and a raft of commercial and industrial applications—from air-cooling electronic tubes in laboratories, to ventilating sprawling apartment buildings and hard-to-reach areas in factories. And that calls for a wide range of sizes and capacities. You get this large selection from American Blower.

In fact, American Blower offers a complete line of utility sets—as well as propeller fans, attic fans, and home ventilators . . . a good reason why it pays to *standardize* on American Blower.

Why not call our nearest branch today for complete information.

IT PAYS TO STANDARDIZE ON THE AMERICAN BLOWER LINE!

- **Utility Sets** for general supply or exhaust. Ratings certified; self-contained. Sirocco wheels, 3 to 36 inches.
- **Ventura Fans** for efficient commercial and industrial ventilation; propeller type; 10 to 72 inches. Certified ratings.
- **Aeropel Home Ventilators** for use in kitchens, bathrooms, recreation and laundry rooms. Attractive design; quiet; easy to install.
- **Attic Fans** for comfort cooling at low cost in homes, apartments, hotels. Ratings certified; vertical or horizontal models.

AMERICAN BLOWER



Division of AMERICAN-Standard

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN • CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO



Model G Ventura Fans

Attic Fans

Home Ventilators

Model K Ventura Fans

for Electrical Men and the Electric Housewares Distributor Promotion Plaque were also awarded at the convention. The McGraw award went to Robert M. Johannesen, president of Johannesen Electric Co., Inc., Greensboro, N. C. The Electric Housewares Distributor Promotion Plaque was awarded to Everybody's Supply Co., Philadelphia, Pa. This award designates the distributor making the outstanding promotional contribution to the Electric Housewares Gift Campaign and was presented by D. L. Alfred, chairman of the NEMA Electric Housewares section.

Announcement was also made that the 1957 convention will be held in Washington, D. C., and the 1958 convention in San Francisco, Calif.

Undercurrents at the meeting centered around distributor discontents over such issues as excessive paperwork brought about by producers through dealer incentive plans, etc. The financial burdens incurred by some co-operative advertising programs, trade margin cuts, price-footballing at the wholesale and distributor levels, etc., also came under fire.

Association Briefs

• The American Society of Refrigerating Engineers has elected Carlyle M. Ashley, chief staff engineer at Carrier Corp., president, and Everett Palmatier, Carrier's director of research, to the society's board of directors.

• The Vacuum Cleaner Mfrs. Assn. announces Edward F. Mulhern, president of the Birtman Electric Co., Chicago, and Paul Boggs, vice president, Electrolux Corp., New York City, have been made directors of the association.

• The American Home Laundry Mfrs. Assn. has elected Hummer Mfg. Co., division of Montgomery Ward, Springfield, Ill., a member.

• The Steel Kitchen Cabinet Mfrs. Assn. elected Robert A. MacNeille, president of St. Charles Mfg. Co., St. Charles, Ill., association president at the annual meeting in June.

• The American Home Laundry Mfrs. Assn. announces the publication of the first issue of "AHLMA Dryer Tips," an information sheet designed to present to gas and electric utilities promotional themes and tips for selling automatic clothes dryers during the summer months.

• RETMA announces the election of Dr. W. R. G. Baker, vice president of the General Electric Co., Syracuse, N. Y., as president of the association.



R. W. MITCHELL, vice-president of Whirlpool, **O. L. Earl**, president of Acme Aluminum, and **Paul W. Berner**, Tide Home Laundering Bureau, Procter & Gamble, stop to chat.



JACK MAXWELL, of Westinghouse, left, and **John A. Drake**, of Borg-Warner, take things seriously at the convention.

Appliance Future Brightens...

... experts tell Home Laundry Assn. at Chicago meeting; speeches cover consumer demand, honest advertising, market growth, prices

Golf and relaxation used to be the keynote of the summer meetings of the American Home Laundry Manufacturers Association.

The June 14-16 meetings this year, however, at Chicago's Edgewater Beach Hotel were filled with substantial talks by weighty people, who gave the visitors and appliance public something to chew on. Significant was the talk by Arthur Rosenbaum, manager of economic research, Sears Roebuck & Co., who spoke about the subject of "how durable is the consumer durable demand?"

Rosenbaum ran over the boom for durable goods that followed World War II and said that in 1949, when a small recession appeared, fears were expressed that the war backlog had been dissipated. This was followed by talk about sales being borrowed from the future. Frosting on the cake was the large backlog that followed the Korean War, and the scare buying in 1950.

Consumers spent 18 percent more in 1951-55 than in 1946-50, he said. In the years 1946-48, there were over six million marriages. The number of married women who joined the labor force increased from 8½ to nearly 10½ million between March, 1950, and April, 1955. Half of these wives were also mothers. These women insist on modern mechanical aids for housekeeping.

Income Rises. In the mid-thirties, only 3.5 million consumer units had personal incomes of as much as \$3,000, but in 1953 there were nearly 36 million in that category. In the last ten years, consumers have stretched their purses by more than \$30 billion net by making use of short-term credit arrangements.

As a result of the building boom, Rosenbaum said, we are fast becoming a nation of homeowners,

with 55 percent of families owning their homes vs. 40 percent in the 'twenties. This shift is obviously a favorable implication for the sale of durable goods.

In the appliance field, four of the eight leaders were virtually unknown before World War II. So we have a picture of the old standby products approaching the end of their growth periods as they arrive at their market saturation point, and new products entering their period of growth.

Prices have been a factor. Comparable television sets indicate a 27 percent decline from Dec., 1950, to 1955. Staple appliances could be purchased at lower prices in 1955 than in 1951, a period in which other costs rose by 3 percent. Comparable refrigerators in 1955 were 19 percent lower than

in 1951, and washers were 6 percent lower.

The coming of the post-war baby crop will result in a new wave of expansion in the 1960's. The race will go to those engaging in practical research, who will make it effective through imaginative merchandising, Rosenbaum concluded.

Strikes and Improvements. R. J. Sargent, Westinghouse Electric Corp., speaking on his company's recent strike, said: "This new government policy . . . of not bargaining into every major strike as soon as it strikes . . . should go a long way toward re-establishing collective bargaining in this country, in the spirit of the law as well as the letter. While we lost orders during the strike, I don't believe we lost customers."

Dr. Roy B. Davis, of E. I. Du Pont de Nemours & Co., talked on pioneering in appliance finishes. Latest machine finish is done by a new system, he said. In tests, while the current finishes can be stained very badly by iodine and quite considerably by lipstick, mustard, and butter dye, the new system is not stained by any of these materials. One problem of staining is yellowing from grease fumes. This is of importance for laundry equipment, since it is frequently located in the kitchen.

FTC Advice. Earl W. Kintner, general counselor, Federal Trade Commission, said that the commission is watching bargain advertising closely. The following facts should alert the public, Kintner said:

- 1) A product price that is startlingly below that in other stores.
- 2) Reluctance of salesmen to show the advertised product.
- 3) Disparagement of the advertised product and insistence by



B. J. HANK, of Conlon-Moore Corp. and president of AHLMA, celebrates a birthday.

Easiest to install...Myers profitable NEW Water Softener

Guaranteed by
Good Housekeeping



Exclusive new Myers hydraulic valve requires no adjustment for various water pressures!

There's no guessing and no costly call-backs when you sell and install Myers all-new Water Softeners and Filters. The exclusive Myers hydraulic valve automatically adjusts the backwash and rinse rates regardless of changes in water pressure.

And here are additional features that help to protect your profits by insuring that a Myers water conditioner will operate efficiently from the first day it's installed...

- Simplified regeneration . . . Myers exclusive hydraulically operated valves are easy to operate, easy to maintain.
- Guaranteed tanks . . . fully guaranteed against rust and corrosion.
- Adjustable legs . . . simple, two-piece legs insure fast, positive leveling.
- Automatic bypass . . . provides uninterrupted water service even during regeneration.
- Large top-filling hole . . . easy to add salt without spilling.
- Good Housekeeping guaranteed . . . a time-tested assurance of quality.

See your **Myers** distributor today and ask about the sensational Myers softener sales aids

Myers

WATER SOFTENERS AND FILTERS

THE F. E. MYERS & BRO. CO. • 4608 ORANGE ST., ASHLAND, OHIO
IN CANADA: KITCHENER, ONTARIO

salesmen on showing more expensive types.

4) Explanation that the sample on hand is only a floor sample and that there will be a delay in ordering one like it.

5) Sell-out of the bargain in a suspiciously short time, "but let me show you something else even better."

Market Growth. Dr. Philip M. Hauser, University of Chicago, talked on population and the boom market ahead. The post-war boom in marriages and births has completely altered the population prospect in the U. S., he said. We are likely to have a population, according to the U. S. census projections, of 176 to 179 million by 1960, and we are likely to have a population of 207 to 228 million in the near future.

The bumper crop of babies produced in the post-war boom, which has persisted for 11 years to date, will make itself felt in the coming decade. After 1960, and especially after 1965, the post-war bulge in babies will be reflected in a great increase in new households which will persist until at least 1975, as far as census projections can figure out. The American businessman has every reason for an optimistic outlook for at least a generation ahead.

B. J. Hank, of the Conlon-Moore Corp., is president of AHLMA. Guenther Baumgart is executive secretary.

Don Gabbert, president of the National Appliance & Radio-TV Dealers Assn., announced recently.

This is one major finding of the national survey of 15,000 appliance dealers recently completed for NARDA by survey research company, Leo J. Shapiro & Associates.

Gabbert reported that the survey developed vital facts pertinent to such major problems confronting the appliance dealer as competition from discount houses; direct sales to builders; over-priced trade-ins; low margins; service and warranty problems; over-production; inventory problems; selling last year's models; TV saturation; dealer price-cutting; bait advertising; and depressed economic conditions in localities affected by low farm prices, strikes and unemployment.

Failures Rise

Business failures of manufacturers of radio-TV-electronic equipment and components during the year ending April 30, 1956, rose slightly in number from the total reached in the corresponding 1955 period, according to the annual report of Edward C. Tudor, president of Industrial Development Engineering Associates, Inc., Indianapolis, Ind., and chairman of the credit committee of the Radio-Electronics-Television Manufacturers Assn.

During the twelve months ending in April, 29 manufacturers of electronic equipment or products failed compared with 26 in the previous period. Tudor reported that total liabilities of the 29 companies were approximately \$11,055,000 as against \$14,460,000 a year ago.

Problems Aired

"More work for less profit is what the appliance dealers see ahead for themselves as they compare the next six months of 1956 with the same period for 1955,"

"An Apple for Teacher . . ."



DR. BEULAH V. GILLASPIE, right, dean of the School of Home Economics at Purdue University, who recently took office as president of the American Home Economics Assn. at its convention in Washington, D. C., receives the traditional gift from Mrs. Elizabeth Murray, assistant secretary of the Vacuum Cleaners Mfrs. Assn.



A 'TALKING DOG' amused the customers' children with a series of shows during the formal opening of Metropolitan-Amana Food Plan's new headquarters at Alexandria, Va.

Service and Satisfaction

Amana food plan in Alexandria, Va., skyrockets into multi-million dollar business in seven years for Washington distributor

A "custom-ized" Amana food plan, built on service, satisfaction, and superior foods, has skyrocketed into a multi-million dollar business in Alexandria, Va.

Seven years ago, Paul E. Conklin started an appliance and television business with just \$200 capital. To-

day he heads a retail freezer-food plan, the Metropolitan-Amana Food Plan; the District of Columbia distributorship for Amana Refrigeration, Inc.; Amana of Washington, Inc.; and a food processing plant, Amana Food Services. The three operations reached a combined volume of \$3,500,000 in 1955.

To meet this growth, Conklin recently began operations in a new \$400,000 headquarters, which contains what is described as the nation's largest food plant devoted to serving freezer owners in a single metropolitan area.

Two months after Conklin started selling freezers as a straight appliance on the floor, in 1949, he branched out to sell a freezer-food plan. In 1952, Metropolitan-Amana sold an average of 40 freezers and food plans a month. In 1953, the average was 50 to 60 with a sales volume of \$400,000; in 1954, 90, with a sales volume of \$750,000. Last year, an average of 100 freezer-food plans was sold each month, involving a sales volume of \$900,000 in freezers alone.

A recent survey of Metropolitan-Amana Food Plan members, conducted by an independent research group, indicates that the great majority—94.85 percent are completely satisfied. Eighty-five percent said that they shopped less often now that they were members, and 80.47 percent did less impulse buying.

Beaming Along



PEGGY MURDOCH, better known as "Miss Sunbeam" in her TV commercials on the Milton Berle and Martha Raye shows, boards the Twentieth Century Ltd. for Chicago, where she will be seen on TV during the Democratic National Convention doing her job for the line of household appliances.

COLOR TV

The network schedules of color television for the month of August include the following programs:

AUG. 1-3, 3-4 EDT, NBC—Matinee Theater

AUG. 1, 15, 7:30-7:45 EDT, NBC—Jaye P. Morgan

AUG. 1, 8, 29, 9-10 EDT, NBC—Kraft Television Theater

AUG. 5, 12, 19, 26, 5-5:30 EDT, NBC—Zoo Parade

AUG. 5, 9-10 EDT, NBC—Alcoa Theater

AUG. 6-10, 3-4 EDT, NBC—Matinee Theater

AUG. 12, 7:30-9 EDT, NBC—Sunday Spectacular

AUG. 18, 25, 8-9 EDT, NBC—Tony Bennett Show

AUG. 27-31, 3-4 EDT, NBC—Matinee Theater

ohi Elects Director

J. R. Hartman, chairman of the Electric Industry Coordinating Group and vice-president of Cincinnati Gas & Electric Co., has been elected to the board of directors of Operation Home Improvement, ohi chairman Paul B. Shoemaker has announced.

Hartman was chosen to represent the electrical interests in the industry-wide campaign, which Shoemaker said will continue into the fiscal year 1957 with "a broadened scope and even greater impact than so far this year."

At a meeting in New York on June 1, the ohi board also approved plans presented by executive director John R. Doscher for the 12-month period to intensify ohi's

efforts to unite all segments of the building materials, home equipment, and lending industries behind the campaign's two-fold objective: to encourage more homeowners to improve their homes and to make it easier for them to buy the materials and services that go into home improvement.

TV Sews Up Promotion

The second annual Necchi-Elna closed circuit telecast convention was held Sunday, July 8. The telecast, emanating from the American Broadcasting Co. studios in New York City and "piped" into sixteen major cities was a one-hour show, reaching 5000 people throughout the country.

Beards and a Bald Head



A STUDY IN CONTRAST is the erection of this Remington electric shaver tie-in advertising billboard at the Duluth, Minn., centennial celebration. The bearded workers may almost envy the well-shorn model on the sign.

AT NARDA "BULL SESSION"

Dealers Shoulder the Blame . . . for some of the ills that beset the

appliance-radio-TV industry today, but they also have a sharp word for the role played by manufacturers

Dealers themselves are responsible for some of the problems that beset the appliance industry. And they could take steps to cure many of these problems.

That's what NARDA members attending the annual "bull session" prior to the June markets were told. Doing the telling were two of their own number—chairman of the board Mort Farr and board member and ex-president Harry Price.

Farr prefaced his talk on sales promotion with a warning that there were things a trade association could do and also a number of things which organizations like NARDA could not legitimately undertake. He added that a great many of the ills of the appliance business could be blamed on dealers themselves. He warned, too, against a reliance on legislation to secure improve-

ment in industry conditions, arguing that the industry would be worse off in the long run if strait-jacketed with restrictive legislation.

Price's criticism was even more specific. He told dealers that he didn't understand how they could hope to excite salesmen and consumers if they showed no more enthusiasm than did many dealers to whom Price had been talking recently. He pointed out that the individual dealer isn't "setting the tempo" and is not providing the excitement or leadership necessary to motivate salesmen. Price's assigned topic was "Salespower" and he told the group that motivation was the most important part of a selling program. Other ingredients included: a sound compensation plan, a training program, an adequate plan for attracting, select-

ing and hiring manpower, and good supervision.

As far as compensation is concerned, Price sees a continuation of a trend to pay salesmen a percentage of margin rather than a fixed percentage. This view seemed to find general agreement among retailers in the audience. A fixed percentage compensation plan does not provide the incentive to sell up to products with better margins or to get a good price if a trade is involved, Price contended.

Manufacturers at Fault. The heaviest applause of the day was saved for a panel discussion of industry problems. The two retailers on the panel (Harold Witham and George Johnston) leveled their criticism at manufacturers.

But even as he engaged in a free-swinging



POST-PANEL question posed by dealer Garland Cooper, left, brings a response in writing from Len Cramer of Magnavox, a panel member.



NARDA member Charles Jett considers an answer at the microphone while board member Harry Price awaits his turn.



AN OPINION from Milwaukee's George Pazik, left, leads to another question by NARDA-member J. W. Leon.



LONG LOOK at industry problems occupied manufacturer-distributor-dealer panel during NARDA's summer "bull session". As dealer George Johnston, second from

right, answers a question, president Don Gabbert, left, and distributors Marvin Joyner and Thoben Elrod, right, wait their turn.

attack on manufacturer policies, Johnston also criticized retailers for "engaging in practices that are at best sharp ones." He said three major problems face the industry today: (1) chaotic pricing at the retail level; (2) the failure of the industry to attract young people; and (3) a deterioration of salesmanship. The Minneapolis dealer contended that quality brand merchandise honestly priced with confidence sells in quantity at full price.

Witham concentrated his fire on central service. He said it may become the industry's primary problem. He said many dealers feel central service is subsidized as a part of manufacturing costs and that every dealer pays part of the cost as a result. He said he feels manufacturers go into such servicing to make it possible for "every filling station to sell their merchandise."

The Other Side. Distributors on the panel included Thoben Elrod of Atlanta and Marvin Joyner of Oklahoma City. Elrod, although basically optimistic, warned of problems inherent in "profitless prosperity", in direct sales to builders, and in the excessive warranty burden being placed on dealers. Joyner urged the industry to begin "treating people like human beings" and concluded with the observation that to be respectable the industry needs respect for people.

Manufacturers participating were Leonard Cramer of Magnavox and Jack Sparks of Whirlpool-Seeger. Cramer dealt with a number of industry problems, among them color TV and portable television. As far as color is concerned he said there were few spots where the public was really excited about color and he said color won't provide

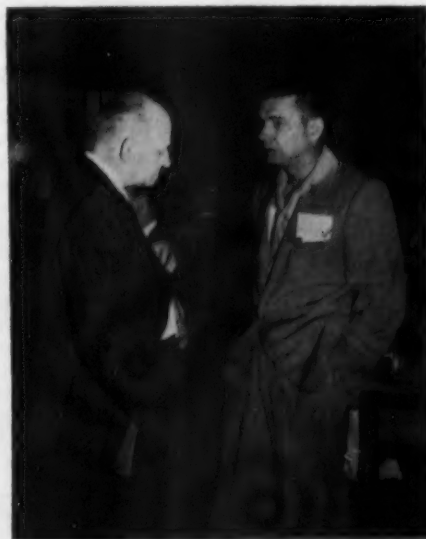
real business "for anybody in 1956." He felt portables were a "wonderful business" and reassured dealers that portable volume would represent additional sales rather than stealing business from conventional black and white lines. He also warned that industry production is too high and said there was no reason for the TV industry to follow the lead of the auto industry.

Sparks urged dealers to teach salesmen how to sell up and suggested that they replace the "sharp pencil technique". He also cautioned against handling too many lines.

Also included on the program was Florida dealer Bob Hopkins who said he felt kitchens represented a type of business where small dealers would find the additional volume necessary to survive in a high volume-low margin economy.



WORDS OF ADVICE came from board chairman Mort Farr who urged dealers to work together in solving their own problems.



DEALER DON WALTER, right, listens carefully as Al Robertson of Oklahoma City considers a problem during lull between NARDA meetings.



MANUFACTURER-DISTRIBUTOR conference finds V. E. Wallingford, left, of Norge listening to story told by distributor Marvin Joyner.

Sell and Install... THE ORIGINAL LAUND-R-VENT BEST BY TEST

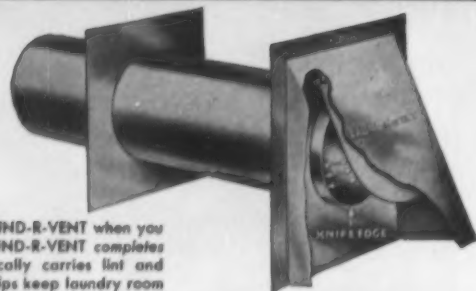
Increase Profits This Simple Way!

You can always sell a LAUND-R-VENT when you sell a dryer because LAUND-R-VENT completes the installation; automatically carries lint and moisture to the outside, helps keep laundry room dry and clean. One minute's sales talk, a handsome extra profit... It's as simple as that!

Complete Kits Ready to Install

The all-aluminum LAUND-R-VENT is weather-proof, rust-proof, freeze-proof. Automatic damper prevents down draft. Individually packed, or complete kits in 3" and 4" diameters which include one LAUND-R-VENT, piping, fittings and installation instructions. Choice of flexible ducting or Snap Lock aluminum pipe and elbows.

ASK YOUR JOBBER: Most jobbers carry LAUND-R-VENT kits. If your jobber can't supply you, write giving his name. We'll send you prices and literature at once.



Snap Lock aluminum pipe requires no riveting or clamping. Snap it together, it locks itself and is ready for work.

Attractive, silver finish Fiberglass flexible ducting is fire-proof, vermin-proof, washable, durable. Won't rust or corrode. Bends to 1" radius.

COLE-SEWELL

JOBBERS IN PRINCIPAL CITIES

ENGINEERING CO.

2288 UNIVERSITY AVENUE
ST. PAUL 14, MINNESOTA

STAND-OUT

OPPORTUNITY
to profit with
ONE PRICED

INTERNATIONAL AIR CONDITIONER COVERS

made of Firestone Velon



33 STYLES
TO FIT EVERY
LEADING
MAKE FROM
1/2 to 2 ton
units 1951
to 1954
MODELS

Wherever an air conditioner stands out, there is an opportunity for you to sell a cover. Profit with the FIRST, THE FINEST... INTERNATIONAL COVERS... ALL AT ONE LOW PRICE. Made of long lasting, heavier gauge Firestone Velon. Write for the facts today!

INTERNATIONAL COVERS FOR AIR CONDITIONERS CORP.
532 Broadway, New York 12, New York

Color Harmony Asked

Standardization of color in appliances was called for in a speech recently by John R. McCord of the Ferro Corp., chairman of the color standardization committee, Institute of Appliance Manufacturers. Speaking at the Institute's convention in Cincinnati, McCord pointed out the difficulties posed for the consumer by the multitude of appliance hues.

He called for a standardization within the appliance industry to eliminate "customer color confusion." He stated that "industry could support a scientific approach to color changes through market and motivational research by industry consultants."

McCord contended that this "would aid inventory problems right down the line—manufacturer, distributor, and dealer."

Plastics Praised

Plastics are becoming more and more indispensable in the refrigeration industry, Roy V. Johnson, of Admiral Corp.'s appliance manufacturing subsidiary, declared recently at the annual conference of the Society of the Plastics Industry.

"With the availability of these molded plastic materials the stylists and designers can dream up new ideas far beyond expectations," he said. "Its thermal properties and color possibilities, resistance to moisture, and its flexibility of design are unmatched by any other material on the market today."

No More CBS Sets

A tersely-worded statement marked finis to CBS-Columbia's TV and radio set manufacturing operations. Emanating from Columbia Broadcasting System, it said that the "CBS board of directors decided to discontinue the sale and manufacture of radio and television sets through CBS-Columbia."

The statement was issued in mid-July jointly by William S. Paley, CBS board chairman, and Frank Stanton, president.

The decision, the statement indicated, in no way affects the activities of other CBS manufacturing divisions. It is reported, too, that CBS-Columbia will assume complete responsibility for making good on parts and service warranties for its radio and television sets and is continuing its service department.

Dishwasher Size Hit

Why have automatic dishwashers failed to catch the public's fancy as quickly as expected? H. F.

Howell, Youngstown Kitchens sales manager, believes an important part of the answer is capacity.

"The industry will never break through the dishwasher sales barrier until it offers sufficient capacity in addition to other features," he said. He pointed out that capacity is the major reason why Youngstown decided to produce a 30-inch dishwasher, rather than follow the usual pattern of 27- or 24-inches.

Noting that industry-wide sales this year are predicted at only a little over 500,000 units, Howell said Youngstown has been spending a lot of time and money hunting the reasons for such low acceptance. According to the firm's findings, it's apparent that few homemakers want to spend several hundred dollars for small-capacity machines which often will not handle one meal's dishes.

Financial Briefs

• Landers, Frary & Clark declared a quarterly dividend of 40 cents per share on its capital stock payable June 30, 1956.

• Jerrold Electronics Corp. reports gross income of \$3,703,065 for the fiscal year ended last Feb. 29 compared to \$3,399,995 one year earlier and net income of \$169,422 or 15 cents per share for fiscal 1956 compared to \$189,733 in fiscal 1955.

• ORRadio Industries, Inc., reports the 1956 spring quarter as the biggest in the firm's history.

• Thor Corp., Chicago, announced that a 10 percent dividend will be paid to holders of record June 20. There are 353,259 shares outstanding and 1,800,000 authorized.

• Radio Corp. of America has declared a quarterly dividend of 25 cents per share on the common stock.

• Ironrite, Inc., announced a dividend of 10 cents per share on its common stock.

• Emerson Radio & Phonograph Corp. and Subsidiaries report a consolidated net profit, before provision for Federal Income Taxes, for the 26-week period ended April 28, 1956, of \$766,671, as compared with a consolidated net profit, before taxes, of \$2,197,709 for the like period ended April 30, 1955.

• Schick, Inc., doubled the regular quarterly dividend on the common stock. Directors declared a quarterly dividend of 50 cents per share, thereby placing the stock on a \$2 annual basis.

• Ray-O-Vac Co. reports that net earnings totaled \$1,722,603 compared to \$1,689,636 for the previous year.

PROMOTION

Hotpoint Plans Tie-In

The home laundry department of Hotpoint Co. has joined with eight prominent children's wear manufacturers in a half million dollar cooperative national merchandising program built around a 10-page insertion in the Sept. 10 issue of *Life* magazine. The theme of the promotion will feature machine-washability of the wide variety of new fashions in the fall lines of the participating manufacturers.

According to Hotpoint and the cooperating children's wear makers, the insertion in *Life* will constitute the largest single insertion in the history of both the home laundry appliance and children's wear industries.

Total appropriations for the tie-in campaign, including the *Life* insertion, promotional materials and additional expenditures by individual manufacturers for the specific program, is approximately \$500,000.

EEL Pushes Ranges

Built around the theme, "Nothing Measures Up to Electric Cooking," the fall range campaign of the Edison Electric Institute has been announced by Robert L. Coc, chairman of the EEL residential promotion committee and residential sales manager of the Union Electric Co. of Missouri.

The campaign, which will run the months of September, October, and November, offers many attractive sales aids and materials designed for a locally coordinated electric range campaign. They include: a dealer display kit of 13 window and store display pieces printed in four colors, one stick-on sales reminder, and a tetrahedron mobile hanger.

Other sales aids, available to tie in with this basic display material and excellent traffic builders, are yellow enameled yardsticks and a plastic measuring cup carrying the theme slogan and electric range features, a measuring spoon set also carrying the electric cooking message, and a selection of three different tape measures.

Tappan Offers Plan

A "Color-Package-Plan," a merchandising and distributing system set up by the Tappan Stove Co., will make the Tappan line of built-in ovens available in four pastel shades of porcelain enamel finish in addition to the current Lusterloy and Copperloy finishes.

By the plan, any one of 22 built-in oven models can be converted

Amana Bills 'Bilko'



PHIL SILVERS, center, keeps things jumping in the company of, left to right, Morry Polk, Sol Polk, George Foerstner, executive vice-president of Amana, Lester Bachman, Polk vice-president, and Tony Weitzel, Chicago Daily News columnist and master-of-ceremonies for the show.



COMEDIAN Phil Silvers as "Sgt. Bilko," with his TV show cast and assisted by lovely Miss Fifth Army, appears on stage for Polk Bros.-Amana promotion staged recently in Chicago. Silvers and his cast appeared at the store for two days.

into either yellow, pink, green, or white by simply replacing the "Lusterloy" finished frontoven door and broiler drawer panels with the desired colored panels.

Panels for the plan are now in production at Tappan's Mansfield, O., plant with orders being taken for 30-day delivery.

Woman's World

Women today choose the style and model of high-priced console television sets for the family in the opinion of top-flight TV salesmen across the country. These opinions were reflected in findings

from a survey recently completed for *Ladies' Home Journal*.

A panel of 123 leading retail TV salesmen were asked whether a man or a woman picked out the model in the majority of sales.

Of all replies, 63 percent named the woman as against only 24 percent for the man; 12 percent gave no answer and 1 percent said "both."

A somewhat similar pattern was noted for radios. The survey showed that twice as many radio salesmen named the woman than named the man as being most influential in choosing the model of radio to be bought with the exception of portables.

Promotion Briefs

• **Seventeen Magazine's** August issue features a double-page editorial spread spotlighting merchandise of eight radio and phonograph manufacturers.

• **The Hoover Co.** has awarded eight top branch and district managers and their wives a 13-day European vacation as winners in a four-month sales contest.

• **Westinghouse** dealers gathered recently in 150 distributor cities to hear details of the \$10-million "Operation Landslide"—a nationwide promotion keyed to the company's radio-television sponsorship of the political conventions and campaign coverage.

• **RCA Victor Radio** and "Victrola" division announces a promotion in which the complete music from the \$24.95 Glenn Miller Limited Edition No. 1 album will be offered for \$5 with the purchase of an RCA Victor 45 rpm "Victrola."

• **John Oster Mfg. Co.** offers a full-color, 16-page comic book telling the history of Cummins power tools as a promotional piece.

• **RCA Tube division** has launched an intensive promotional campaign designed to increase sales of service parts at distributor and dealer levels.

• **Signal Electric Division**, King-Seeley Corp. has opened a national campaign of outdoor advertising.

Admiral Adds Sets

The 1957 line of Admiral black-and-white television receivers is highlighted by the addition of 14- and 17-inch personal portable models to the 10-inch set introduced in April. In the face of rising costs, automation and printed circuits have also made possible a new 21-inch table model priced at \$149.95, \$20 less than the company's previous 21-inch set.

The new line includes two other 21-inch table models plus a complete selection of 21- and 24-inch consoles. According to Ross D. Siragusa Jr., television sales manager for Admiral Corp., the line is short and can be easily sampled.

The new 14-inch portable weighs 26 pounds in aluminum, measures 11½ inches high, 14 inches wide and 15½ inches deep, and has 106 square inches of viewing area. In a metal cabinet, it has a suggested list price of \$109.95.

The 17-inch model weighs 32 pounds in aluminum, measures 13½ inches high, 16½ inches wide and 18½ inches deep, providing 149 square inches of viewing area. The lowest-priced model in the 17-inch series retails at \$129.95.

'Package' Loans Seen Safe

Retailer-inspired attack on FHA loans that include appliances seems certain of failure even though dealers disapprove of policy 3-to-1

A retailer-inspired effort to ban "package" mortgages appears headed for defeat.

The Senate Banking Committee has asked the Federal Housing Authority to review the practice of including appliances and similar short-lived items in mortgages. Recently carpeting retailers successfully downed a proposal that their products be included in home mortgages.

The National Appliance & Radio-TV Dealers Association reports that a prohibition of the policy would be favored by dealers three to one. This is because dealers know that builders can buy directly from manufacturers or distributors. On the other hand, some 37 percent of dealers replying

to a query on the subject report that they are selling to consumers with FHA mortgages, according to A. W. Bernsohn, managing director of NARDA.

Bernsohn complains that he does not think there is a chance of disallowing the practice of mortgages covering built-in appliances, but says he does feel "that builders' sales abuses are on the decline." He pointed out, too, that some manufacturers won't sell to builders unless there is a quantity order.

Opponents of the coverage also point out that interest rates over a long-term period on relatively short-lived items such as appliances cause home-owners to suffer a loss on the price of an appliance.

PEOPLE

Roberts Retires



MASON M. ROBERTS, General Motors vice president and head of Frigidaire division, has elected to retire. Roberts is terminating 44 years of service with General Motors Corp. and 31 years with the Frigidaire division.

Highest Award



PAUL V. GALVIN, president, Motorola, Inc., left, receives the Radio-Electronics-Television Mfrs. Assn.'s 1956 Medal of Honor from H. Leslie Hoffman, right, president of Hoffman Electronics Corp. and retiring president of RETMA, at the association's 32nd annual meeting.

Three Die in Crash

A. E. Widdifield, 50, vice president in charge of advertising, Sunbeam Corp., and James K. Hadfield, 24, of Sunbeam's advertising department, were both killed in the airline crash in Arizona last month that took the lives of 128 persons.

Nine other Sunbeam executives who had also been attending a sales meeting in Coronado Beach, Calif., were saved from the crash by a company policy which permits not more than two officials to fly on a single flight.

Also killed in the crash was F. R. Johlie, formerly of Nesco and lately of the Supermarket Institute.

Chairman Elected

Anna Fisher, associate editor, household equipment, McCall's Magazine, has been elected chairman of the New York chapter of the Electrical Women's Round Table for 1956-57.

Frank A. Poor, 76



FRANK A. POOR, founder and vice-chairman of Sylvania Electric Products, Inc., passed away June 17 in Huggins Hospital, Wolfeboro, N. H., after a brief illness. He was 76 years old. Poor resided in Swampscott, Mass., and had a summer home in Wolfeboro.

LETTERS TO THE EDITOR—

To the Editor:

Your editorial "The Fear of Cash" seeks the moral of consumer credit. Let me tell you just a tiny bit of my findings.

The means for the control of consumer credit is still an unjelled operation because of the colossal lack of knowledge and understanding of its true meaning. I say this from a background of thirty-three years as an installment credit and collection man and manager in both the retail and financial fields. I have always been awarded that rare combination rating of being able to obtain the highest collection rating with the lowest loss of goodwill. These two talents produce the highest customer retention ratio and a steady flow of repeat business plus a good share of new business by referral. And, down through the years the only explanation for these achievements has always been either that I was a "business man"; or that I had a "business head". Since neither explanation satisfied me I decided to find out for myself what consumer credit really is and I selected what I felt was the best source for this information; namely, the thousands and thousands of borrowers I was interviewing and discussing financial problems with all these years.

The wage earner and salaried employee has had only one way to buy the better things of life. Save for it. Planned saving by its persistency alone accumulated the greatest amount of money in the best way because the sacrifices involved were accepted by the

saver as part of life and living. The sacrifice to save; the need to do without some things until its time came, and the courage to await its turn, developed a strong sense of honesty with one's self. This sense of honesty, so developed, became a part of the foundation stone on which consumer credit grew. Any person that accepted so much self sacrifice and had such will-power could certainly be trusted with the possession and use of the merchandise, service, or the cash needed to obtain either, on his promise to save the required dollars to pay for it.

Times have not changed. The same will-power to plan, the same desire to save, the same wish for better living are all still called for. Only one thing new has been added. Now, the individual, through consumer credit, is allowed to have the possession and pleasure of his wish while making the sacrifices demanded to save up the dollars required in exchange.

Here, in a capsule, is consumer credit as I have found it. Consumer credit is a loan born of the insatiable human hope for better living seeking material happiness in the goods and services directly satisfying human needs that finds its satisfaction in a sale and reflects the measure of this happiness in the regularity of repayment. And here is something for your aggressive selling retailer with his "T.O." and "grade-up".

Basically the acceptable credit risk is the just debt of that in-

dividual who from stability of employment established permanency of residence, developed an income disbursement schedule and assumed a just debt in that he got exactly what he wanted in goods or services or became happy and satisfied with what he did get without too much damage to that very strong desire to pay he built up planning for his original wish.

The moral of it all? Those parents and individuals who use consumer credit to realize their hopes to give themselves or their own flesh and blood a better life than they have had and have the supreme and unwavering courage through sickness and health, through employment and unemployment to face up to and overcome the possible shame of defeat by repossession or sell-out by sheriff do not "covet" but are truly earning their bread by the "sweat of their brow" as demanded by the God who created our morals. This is the root that flowers consumer credit.

Tell your installment retailers this is what their customers think of their business. Tell the economists these are some of the norms they cannot find keys for on their adding machines when they try to total up a saturation point for consumer credit.

Very truly yours,
Herman M. Hallman
Time Sales Division,
The 1st Pennsylvania
Banking and Trust Co.
Philadelphia 1, Pa.

NEW POSITIONS



T. G. FIELDER

General Electric Co.—Thomas G. Fielder has been appointed manager of advertising and sales promotion for the company's TV receiver department. R. H. Jones has been named as general manager of the company's air conditioning division in Bloomfield, N. J. A regional appointee is Howard A. Oliphant named manager, western region, appliance and TV receiver division.



W. R. ARBUCKLE



F. A. LOWERY



R. P. BROOK

Westinghouse Electric Corporation—W. R. Arbuckle has been named manager of the refrigerator-freezer department. F. A. Lowery replaces

Arbuckle as manager of the water heater and kitchen utilities department. Named manager of the range department is R. P. Brook.



E. B. BARNES

Kelvinator Div., American Motors Corp.—Edmund B. Barnes, general merchandising manager has been named general sales manager for household appliances. J. M. Tenney, manager of retail marketing becomes assistant general sales manager in charge of retail merchandising; and James W. Keuping, assistant general sales manager, manager of sales operations.



S. L. ABRAMS

Quiet Heet Manufacturing Corp.—Stanley L. Abrams has been elected president and a director of the corporation, a wholly owned Emerson Radio & Phonograph Corp. subsidiary.



GODDARD LIEBERSON

Columbia Records—Goddard Lieberman has been named president following the resignation of James B. Conklin, president of the company since February, 1951.



R. G. FREDERICKSON

Manitowoc Equipment Works—Ray Frederickson has been named general sales manager. Frederickson was formerly field and contract sales manager.



M. F. BENNETT

Radio Corp. of America—Martin F. Bennett has been elected vice president in charge of merchandising. Bennett had previously served the company as director of regional operations.



SAMUEL OLCHAK

Datom Industries, Inc.—Samuel Olchak has been appointed general sales manager. Olchak was formerly general sales manager for the DeWald Radio Co.

Sessions Clock Co.—Harlan L. Reyeroft, Jr., has been appointed assistant to the marketing manager. Clifton B. Myers is the new district manager for the New England territory with headquarters in Boston, Mass.

Crescent Industries, Inc.—Henry L. Stewart has been named mid-Atlantic regional sales manager. Stewart will make his headquarters in Wynnwood, Pa.

Amana Refrigeration, Inc.—Mary E. Bushee has been appointed field home economist for the Chicago, Detroit and Cleveland sales regions. Eugene R. Whittle is the new assistant western regional sales manager. Whittle will work with Amana distributors and dealers primarily in the Salt Lake City, Boise and Denver areas.

Tappan Stove Co.—Boyd Adrian has been appointed territorial manager with responsibility for sales in central and north-central Pennsylvania.

Lux Clock Mfg. Co.—Paul R. Freiwald has been appointed southern district representative with offices in Atlanta, Ga.



G. S. CARTER

Pentron Corp.—Gail S. Carter has been appointed sales manager.



C. H. MENGE



H. F. LEHMAN



MARY E. HUCK

Frigidaire Div., General Motors Corp.—Herman F. Lehman has been made vice-president and head of the Frigidaire division, succeeding Mason M. Roberts. Lehman has been succeeded as general sales

manager by C. H. Menge who was previously executive vice-president of the Eljer Co. An additional executive appointment is that of Mary E. Huck as director of home economics for the division.

Norge Div., Borg-Warner Corp.—The division has announced the realignment of the field force into four separate geographical divisions. Eastern, southern, mid-western and western divisions will be headed by a division sales manager. Division managers and their headquarters are: Gordon P. Hentz, eastern, Boston, Mass.; V. E. Wallingford, southern, Dallas, Tex.; Dick O. Klein, mid-western, Chicago, Ill.; Robert S. Sloan, western, San Francisco, Cal.

A Jewel of
MECHANICAL PERFECTION



Exclusive Shavifron Shredder. Umbrella Slinger keeps motor dry at all times. Quiet and vibrationless. Easy to install. Easy to sell.

The Profit-Making
WasteMaster
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
NEW CASTLE, PA.

Please send literature on the easy-to-sell WasteMaster.

Name _____
Address _____
City _____ State _____

IS THIS YOU?



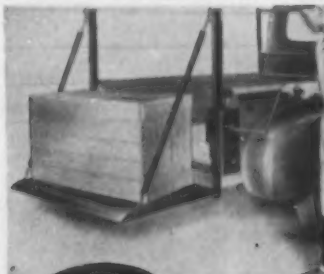
They have such refined and delicate palates that they can discover no one worthy of their ballots, and then when someone terrible gets elected, they say, "There, that's just what I expected!"

—Ogden Nash

GET READY,
by being registered.
GET SET,
by knowing what
you're voting for.
Then—GO VOTE!

Published as a public service in
operation with The Advertising Council

Order Direct... Save \$150 to \$170 New MID WEST Jiffy-Lift



A "Packaged" Kit Completely Assembled. Ready to attach with 6 bolts. Install It Yourself and Save.

\$229⁵⁰*
ONLY

COMPLETE—DELIVERED!
Including Federal Excise Tax

* East of Rockies. Local and State Tax, if any, extra.

MIDWEST
Jiffy-Lift

**Fits All 1/2 - 3/4 - 1-Ton
Pick Up and Express Bodies**

A "Freight elevator" on the back of your truck permits one man to handle up to 600 lb. loads. Patented mechanical lifting mechanism. Ball bearings throughout for easiest operation. Has all important safety features. Long life—NO maintenance problems. Heavy gauge steel ramp-type gate lifts from ground to truck floor and swings upright. Weighs only 175 lbs. Won't increase license fee. No overload springs necessary. Install in your own shop. Order direct from Distributor or Factory.

ORDER TODAY . . .

MID WEST BODY & MANUFACTURING		Date _____
PARIS, ILLINOIS Dept. 104		
Please ship us "Jiffy-Lifts"	NAME _____	
Our Check is enclosed (). Please ship C.O.D. ().	ADDRESS _____	
() Please send descriptive literature No. 104		

NEW POSITIONS



M. L. ONDO



H. F. HOWELL

Youngstown Kitchens Div., American Standard—M. L. Ondo, formerly general manager of sales, has been named general manager of merchandising. H. F. Howell is the firm's new kitchen sales manager, in charge of all Youngstown

Kitchens sales programs. Additional executive appointees include J. W. Purvis named to the newly created position of manager of distribution, and D. F. Sembach, formerly director of marketing, named manager of dealer sales to succeed Purvis.



H. B. DAVIS



M. J. BUTLER

Casco Products Corp.—H. B. Davis has been appointed vice president and general sales manager. An additional executive appointee is M. Joseph Dunn named sales manager of the Casco appliance division.

Schick, Inc.—M. James Butler has been named general sales manager. Butler is the former field sales manager for the company, a post which has been filled by the appointment of Paul Gerrity.



NORMAN C. SABEE



DANIEL G. FANELLI

Crosley-Bendix Divs., Avco Mfg. Corp.—Norman B. Sabee has been promoted to advertising manager for the division. Sabee had previously been merchandising manager.

American Kitchens Div., Avco Mfg. Corp.—Daniel G. Fanelli has been appointed to the newly created post of manager of market development for the division.

Ben-Hur Mfg. Co.—Edward F. Hutelmyer has been named eastern regional sales manager, and Paul Cook a district manager with headquarters in Detroit, Mich.

Stromberg-Carlson Corp.—Stanley E. Guzzy has been appointed assistant sales manager, high fidelity consumer products, of the corporation's special products division.

NEW POSITIONS



A. J. ROSEBRAUGH

Philco Corporation—Harold W. Schaefer has been appointed vice president of the corporation's appliance division. Additional executive appointments include Albert J. Rosebraugh named manager of the



JACK CHERRY

refrigerator and freezer department and Jack Cherry, as manager of the electric range and air conditioning department. W. L. Schubert was named manager of the home laundry department and Owen Klepper merchandising manager.



S. E. SWEET

Gibson Refrigerator Co.—S. E. Sweet has been named executive vice president. Sweet was formerly vice-president in charge of private



J. L. JOHNSON

brand sales for the company. J. L. Johnson has been named as a vice president and general sales manager.

Appliance Queens



"MISS KELVINATOR AUTOMATIC WASHER" and "Miss Kelvinator Refrigerator" participate in the recent "Electric Servants Fair" held in Port Huron, Mich. The week-long promotion was sponsored by Saturday Evening Post and Detroit Edison Co. in cooperation with local merchants.

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

NEW folding platform attachment
fits all YEATS dollies

carries TV models & chassis
ends back breaking
lifting & lugging!



Folds up
when not in use!

Attached instantly, this ingenious new aid to TV and radio repairmen ends second story service problems when removing TV table models or chassis. With this new attachment, YEATS dolly users can use the dolly for chassis and table models as well as consoles... enjoy all the famous YEATS handling conveniences: 30 second strap ratchet fastening, caterpillar step glide and on-a-dime turning. Folding Platform is 13 1/4" x 24", priced at \$9.95. Call your YEATS dealer today!

YEATS "Everlast" COVERS & PADS
Washer Cover



Furniture Pad

SEND postcard for full information
on our complete line TODAY!

YEATS *appliance*
dolly sales co.
2127 N. 12th St. Milwaukee 8, Wis.



Good service makes good customers

Webb Manufacturing Co.
2918H N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and
Stingabouts for

☐ ranges ☐ radios ☐ air conditioners
☐ TV ☐ washers ☐ refrigerators

FIRM NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS
For Radio, HiFi, TV
and Air Conditioners
For major appliances use Stingabouts

DISTRIBUTOR NEWS



PUPPIES were awarded as part of opening day festivities of Norge-Chicago's new River Grove, Ill., headquarters. Richard Rosenberg, 4, whose father is Robert Rosenberg, (right), of Goldblatt's department store was one winner.

Opening... With Elephants

A circus, and a motion picture tie-in, draw crowds to opening of Norge-Chicago Corporation's new headquarters

River Grove, Ill., was the scene of a circus, a tie-in with the new United Artists picture "Trapeze", and a crowd of more than 1600 dealers and their children during the recent dedication of Norge-Chicago Corporation's \$450,000 distributing headquarters.

Dealers from surrounding Illinois and Indiana counties were given ample opportunity to inspect the new facilities, Norge appliances were prominently displayed,



PRESIDENT Charles Hakamian, of Norge-Chicago, and R. C. Connell, vice president of sales, Norge, register approval as model portraying Gina Lollobrigida arrives for headquarters dedication.

but it was the children who were catered to. They watched elephants perform, rode ponies, ate hot dogs and popcorn, and consumed gallons of pink lemonade. Fathers, on the other hand, showed more interest in the arrival of Gina Lollobrigida (played by Chicago model JoAnn Van Pelt) who arrived at the event by helicopter to be greeted by Charles Hakamian, president of Norge-Chicago, and R. C. Connell, Norge vice-president in charge of sales. Dealer's too were given the opportunity to ride in the helicopter.

The opening served not only to introduce the Norge-Chicago headquarters but also to kick-off Norge's circus kit promotion in connection with U. A.'s "Trapeze", a promotion keyed to a national activity for theatre owners and appliance dealers.

Distributors Appointed

Admiral Corp.—Admiral Distributors-Detroit Div., Detroit, Mich.; South Bend Electric Co., Inc., South Bend, Ind.

Amana Refrigeration, Inc.—Ecco, Inc., Louisville, Ky.; The Parker Co., Denver, Col.; Worthen's, Las Vegas, Nev.; Appliance Distributors, Inc., Oklahoma City, Okla.

American Kitchens—The Frankelite Co., Cleveland, Ohio.

Ben Hur Mfg. Co.—Allied Music Sales, Toledo, Ohio.

Bendix Aviation Corp., TV & Broadcast Receiver Div.—Chase-mark, Dean Co., Inc., Dallas, Tex.; Schell-Munday Co., Amarillo, Tex.; Radio Parts Co., Inc., Pittsburgh, Pa.

Berns Mfg. Corp.—Eichorn & Melchior, San Francisco, Cal.

General Electric Co.—Commercial Electric Co., Toledo, Ohio (TV).

Dominion Electric Corp.—Simpson & Co., Memphis, Tenn.

Gibson Refrigerator Co.—Deep-freeze Distributing Corp., Cincinnati, Ohio; Major Appliances Distributors, Inc., Charlotte, N. C.

Hoffman Radio Div., Hoffman Electronics Corp.—Crouch Appliance Co., El Paso, Tex.; Western Supply Co., Salt Lake City, Utah; Midland Distributing Co., Milwaukee, Wisc.; Sanford Electronics Corp., New York, N. Y.; Kelvinator Div., American Motor Sales Corp., Kansas City, Mo., Chicago, Ill.; Cincinnati, Ohio.

Kelvinator Div., American Motors Corp.—Stuart F. Loucheim Co., Philadelphia, Pa.

Lewyt Air Conditioner Corp.—Gerber Electric Supply Co., Ft. Wayne, Ind.; Polar Distributors, Flushing, L. I., N. Y.

Magic Chef, Inc.—Lee Wholesale Co., Kansas City, Mo.; Orgill Brothers and Co., Memphis, Tenn.; The Crumacker Co., Houston, Tex.

Manitowoc Equipment Works—Universal Supply Co., Inc., Kansas City, Mo.; Deep South Supply Co., Atlanta, Ga.; Broadwell & Co., St. Louis, Mo.; Ray Distributing Co., Savannah, Ga.; Appliance Distributors, Nashville, Tenn.

Mitchell Mfg. Co.—Standard Supply Co. of Ohio, Portsmouth, Ohio. Monitor Equipment Corp.—General Distributing Co., S. Portland and Bangor, Maine; Toledo Merchandise Co., Toledo, Ohio; Crandall Wholesale Co., Detroit, Michigan; Edelmuth & Co., Cleveland, Ohio; Johnson Electric Co., Cincinnati, Ohio; Otis Hidden Company, Louisville, Kentucky; Long-Lewis Hardware, Birmingham, Mobile, Alabama; Straus-Bodenheimer, Houston, Texas; L. M. Taylor & Co., Dallas, Texas; Electrical Equipment Co., Phoenix, Arizona; George Rosen & Co., Baltimore, Md.; Electric Utilities Corp., Chicago, Ill.

Motorola, Inc.—Grabell Lyons Inc., Hartford, Conn.; City Electric Co., Syracuse, N. Y.; Lehigh Valley Distributors Inc., Hazelton, Pa.

Murray Corp. of America, Easy Washing Machine Div.—Henzel-Powers, Inc., Albany 1, N. Y.; E. T. Donahue, Inc., Rochester, N. Y.; Fay-San Distributors, Inc., Buffalo, N. Y.; Lee Wholesale Co., Kansas City, Mo.; Graybar Electric, Los Angeles, Cal.

Norge Div., Borg Warner Corp.—Chapman & Wilhelm Co., Inc.,

Charlotte, N. C.; Merchandising Distributors, Inc., San Diego, Cal. Peerless Corp.—M. Rothman & Co., Cliffside, N. J.; William C. Leff Assoc., Chicago, Ill.; San Surratt, Jackson, Tenn.; D. E. Sanford Co., San Francisco, Cal.

Pilot Radio Corp.—Appelstone and Brereton, San Francisco, Cal.; Les A. Morrow Co., Cleveland, Ohio. Proctor Electric Co.—Deep South Co., Atlanta, Ga.

Servel, Inc.—Sanborn Electric Co., Indianapolis, Ind.; Williamson Supply Co., Williamson, W. Va.; J. A. Hatley Co., Fort Worth, Tex.

Whirlpool-Seeger Corp.—Ohio Appliances, Inc., Cincinnati, Ohio; RCA Victor Distributing Corp., Los Angeles, Cal.; Jerry Achtenhagen & Sons, Inc., San Diego, Cal.; RCA Victor Distributing Corp., Chicago, Ill.; Taylor Electric Co., Milwaukee, Wis.; Klaus Radio & Electric Co., Peoria, Ill.; Raymond Rosen and Co., Inc., Philadelphia, Pa.; D & H Distributing Co., Inc., Harrisburg, Pa.; West Michigan Electric Co., Benton Harbor, Mich.; Sidles Co., Omaha, Nebr.; Morley Brothers, Saginaw, Mich.; King's Appliances & Electronics, Inc., Savannah, Ga.; Brennan Appliance Distributors, Inc., Detroit, Mich.

Youngstown Kitchens — Kaiser-Youngstown Co., Peoria, Ill.

PERSONNEL APPOINTMENTS

Admiral Distributors—Clarence S. Tay, (executive vice-president); Robert Howard, (vice-president-NY-Newark); Earl Erickson, (vice-president, Chicago); Arthur J. McGettrick, (vice-president-Los Angeles); Marshall Wells, (vice-president-Dallas); Raymond O. Hebenstreit, (vice-president, Milwaukee); D. P. Mahin, (general sales manager, Detroit).

GE Appliances Co., Cambridge, Mass.—Ralph B. Knapp, (TV sales manager).

Motorola-Chicago Corp.—Jerome A. McCann, (sales manager).

Rite Distributors, Inc., Los Angeles, Cal.—Frank D. O'Sullivan, (manager).

112 Stations for GE



M. M. MASTERPOOL, advertising manager of the portable appliance department of General Electric's housewares and radio receiver division, and Robert Kintner, president of American Broadcasting Company, are shown at the signing of the "Warner Bros. Presents" television show contract.

MERCHANDISING SUPPLEMENT

You can take a 350 lb. appliance
UP STAIRS—
ALONE!
WITH
HYKER
SAVE \$10
A DAY



WHY
PAY
TWO
MEN?

WALKS UPSTAIRS
YOU DON'T DRAG IT!

write
"HYKER" 908 W. Lycoming • Phila. 40, Pa.

**HAND
TRUCKS**



FOR BACK ROOM
handling of Ranges, Refrigerators,
Home Freezers and
Air Conditioning Units,
Radio, Television
and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.
475 North Main Street, Bridgeport, Conn.

Many Dependable Buys
are to be found
in this Section

KASSON Roto-Sho
ELECTRIC
TURNABLES

The action display way
to boost your sales!



\$8.95
List Price
F. O. B.
L. I. City,
N. Y.

Model SM-10. ROTO-SHO JR. Costs only 1 1/2¢ a
day to run! Revolves 3 times a minute. Holds
build-up display fixture permitting full use of dis-
play space. Carries 10 lbs. A.C. only.
Delivery out of stock in 24 hours!

Get FREE illustrated literature showing
build-up fixtures, prices. Write today!

KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
32-14 Northern Blvd., Long Island City 1, N. Y.
Incorporated Since 1910

Makers of fractional horsepower motors;
skeleton and ceiling turntables for display industry use.
Quantity discounts available.

FAMOUS
Mend-it-sleeve



Permanently splices
broken wires and coils in
electric appliances, auto-
motive and industrial
equipment. Make repairs
and splices quickly,
cheaply. 5 Sizes.

Just insert wire
ends and crimp
tight with ordi-
nary pliers.

WRITE FOR CATALOG
& FREE SAMPLE

MEND-IT SLEEVE MFG. CO.
3125 Gloria Terrace
Lafayette, California

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING EMPLOYMENT	"OPPORTUNITIES"	MERCHANDISE BUSINESS
RATES: UNDISPLAYED \$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.	DISPLAYED INDIVIDUAL SPACES with border rules for prominent display of advertisements. The advertising rate is \$14.85 per inch for all adver- tising of Equipment & Business Opportunities ap- pearing on other than a contract basis. Contract rates quoted on request. EMPLOYMENT OPPORTUNITIES \$20.75 per inch subject to agency commission. AN ADVERTISING INCH is measured 3/4" ver- tically on a column—4 columns—48 inches.	

WANTED NATIONAL SALES MANAGER HOUSEHOLD ELECTRICAL SPECIALTIES

By well established, independent appliance manufacturer with national multiple distribution, thru electrical, hardware, plumbing and heating supply distributors, also franchised sales thru major appliance distributors. Requires aggressive sales manager with thorough working experience in these fields, nationally.

Must be promotion minded—able to formulate sales plans—personally sell—hold sales meetings. Will spend 25% of time with national field representatives. Location Western N. Y. Salary and bonus. Good future for the right man. Submit complete resume. Replies confidential.

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EDITORIAL

Gas Sings the Blues



LAURENCE WRAY
Editor

THIS month's editorial was practically written for me by J. Theodore Wolfe, executive vice-president of the Baltimore (Md.) Gas & Electric Co. Mr. Wolfe made a gloomy but "frank appraisal" of gas vs. electric competition in a talk before the Gas Appliance Manufacturers Association last April and his remarks were duly reported by the magazine *Gas Age* in June. The gist of Mr. Wolfe's remarks was to the effect that electric competition for cooking, water heating and house heating loads was running strongly in favor of the electrical industry.

But my interpretation of Mr. Wolfe's talk can't begin to match actual quotations from his text, so let Mr. Wolfe take over:

"It is no news that there is competition for the cooking load. . . . There has been a trend in customers preference towards the electric range. Surveys conducted in 10 cities, under AGA's Demonstration City Program, revealed that one out of three present gas range users prefers an electric range for his next purchase. Why? They say the electric range, in their opinion, is cleaner, cooler, more modern and has more automatic features. Say what you will, that's what they think. And they aren't going to think any less so when they hear about or see the new electronic oven, now being offered in limited quantities, which cooks a roast in a matter of minutes. Sure, it's a high priced appliance—\$1,000 or more at present for the oven alone—but it's designed to capture the public's enthusiasm for the ultra-modern. And remember, Cadillac is the only manufacturer of automobiles which still has a waiting list.

"Up to now, the gas industry has enjoyed at least two distinct advantages in the cooking field. One is price. The other is speed. I doubt that the competition is worried much about our price advantage, for there is plenty of evidence that the public, blessed with the greatest buying power in history, will overlook a price differential to get what it wants, at so much a month. The competition has been bothered about cooking speed, and both the electronic oven and the high-wattage top burner which, according to its maker, 'cooks 20 percent faster than gas,' indicate a determination to do battle on this front.

"With respect to the water heating load the gas industry, until very recently, has been enjoying a 'Roman holiday.' But now the electric industry is invading this field. Market surveys in the 10 Demonstration Cities surprisingly indicated that one out of five people interviewed prefers an electric water heater for his next purchase. Why? Again, they think it is more modern. Some of them think it is safer. Unquestionably, it sometimes has an installation advantage, since it can be installed under a counter or in a small closet without requiring a flue. A disturbing number of ranch-type or split-level homes are being built which simply have no suitable place to install a gas water heater. . . . Only the operating cost advantage (of gas) seems reasonably secure, and even this is sometimes overcome by the fact that an electric water heater, in a rambling type of

home, can be installed close to the load center, thus avoiding the heat losses encountered with long runs of water piping. And the manufacturers of electric water heaters claim—often with justification—that the high quality of their construction assures longer life. To many prospective buyers, this may be an offset to the higher operating cost.

"Manufacturers of electric water heaters are determined to lick the recovery problem, and the new 4.5 kilowatt, 40-gallon unit, which does approximately the same job as the old 82-gallon, slow recovery unit, is a step in that direction. We may expect to see even higher wattage units on the market . . . which will match or surpass the recovery rates of many of our present gas water heaters. . . .

"I need hardly tell you that your electrical competitors have led the way in the sale of clothes dryers. . . . Last year they sold 912,000 units against our 330,000. The American Home Laundry Manufacturers Association estimates that by 1960, electric dryer sales will be at the rate of 1½ million a year, while gas dryer sales will be 480,000, a ratio of three to one. . . . We must face the fact that the ratio of electric to gas dryer sales would probably be greater than it is if it were not that dealers are often unable to sell electric dryers because of inadequate wiring in the customers' homes. Whatever progress the electric industry makes in surmounting this barrier will facilitate electric dryer sales. . . .

"I suppose it would be unfair for me to spend much time talking about electric competition for the food preservation load, since there is at present only one manufacturer of gas refrigerators. . . . However, let me say that the electric competition in this area has been extraordinarily severe, because electric refrigerators have been: lower in price; cheaper to operate; better in performance; and less troublesome to keep in service. . . ."

MR. Wolfe's concluding remarks dealt with space or house heating loads and the emergence of electric competition in this important field—both electric resistance heating and the heat pump.

"We might be able to brush off electric heating as a serious competitor if it were not for two important considerations," he said. "First is that stubborn tendency of the public to go for what it thinks is modern. Second and even more important is the physical fact that electric utilities due to the tremendous expansion of their air conditioning load, are faced with sharply rising summer peaks. . . . The electric industry will be forced to go all out on the promotion of heating, unless the gas industry can provide relief of the summer electric peaks by taking over a substantial part of the cooling load. Up to now, our progress in this direction has been slow. . . . We have, so far as I know, no single room cooling device to compete with the electric window unit, or room cooler. As consequence, our electric competitors have been running away. . . ."

Coming from a gas company executive the foregoing quotes should make heartening reading for electrical people.

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And while you're demonstrating, move even closer to a sale by talking about the superior cleansing power of a Lovell wringer. Women who have hard-to-clean clothes really perk up when you show them how Lovell's balanced pressure and thorough cleansing action squeeze out the dirt normally remaining.

Another feature you can demonstrate is the Automatic Indexing. When the rolls are not operating, the wringer is free to be moved to any desired operating position without fumbling for a release lock. When you again start the rolls, your wringer is automatically locked in position. Give a Lovell wringer a push to demonstrate how it automatically swings.

And while you're taking the order, remind your customer that she can get her laundry done quickest with a wringer washer and an automatic dryer. She'll be amazed at how little the combination costs.



LOVELL "77"—pull and the rolls stop. This exclusive Lovell Safety Wringer is found on top models of America's leading wringer washers. It's safety without stopping to think!

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pull and the roll pressure releases. Makes automatic safety available on more wringer washer models. Make your wringer washer sales easier and faster by learning the features of both the Lovell "77" INSTINCTIVE and the "62" INSTINCTIVE wringers.



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